

2-25-33 m. V-7 no 8

MEDICAL ECONOMICS

ONE DOLLAR A YEAR

TEN CENTS A COPY

The ~ ~
**BUSINESS
MAGAZINE
of the ~
MEDICAL
PROFESSION**



MAY 1930

Compliments of

**AKRON
SURGICAL
HOUSE, Inc.**

Indianapolis, Ind.

040

See Center Pages

FELLOWS' SYRUP

Clinically tested and proved
all over the world

REMINERALIZATION

DEMINERALIZATION

VITALITY

CONVALESCENCE

ENERGY

NEURASTHENIA



MEDICAL & ECONOMICS

The Business Magazine of the Medical Profession

H. Sheridan Baketel, A.M., M.D., Editor
Harold S. Stevens, Managing Editor
Merryle Stanley Rukeyser, Financial Editor
Lansing Chapman, Publisher

Contents for May, 1930 (Vol. 7, No. 8)

The Doctor Looks at Journalism	- - - -	9
<i>Linsly R. Williams, M.D.</i>		
Medicine—and Ink	- - - -	13
<i>Iago Galdston, M.D.</i>		
It's an odd thing about medicine!	- - - -	15
Harley Street—Mecca of Medicine	- - - -	16
<i>Robert J. Blackham, M.D.</i>		
These Medical Maids are Doctors' Aides	- - - -	18
<i>Louis R. Effler, M.D.</i>		
Everybody's Business	- - - -	20
<i>Floyd W. Parsons</i>		
Study the Contract Before You Sign	- - - -	22
<i>A. E. Backman</i>		
The Doctor and His Investments	- - - -	24
<i>Merryle Stanley Rukeyser</i>		
But Don't Lose That Sense of Humor	- - - -	26
<i>Hugh Robertson, M.D.</i>		
Leaves from the Diary of a Physician's Wife	- - - -	28
<i>Mary Kinsley</i>		
A Unique Type of Professional Building	- - - -	30
<i>Victor Cahalin</i>		
I Enter a Scotch Verdict	- - - -	37
<i>Francis Boyer</i>		
All Quiet on the Business Front	- - - -	41
<i>Malcolm L. Hadden</i>		
Who Pays the Check?	- - - -	47
<i>Ross Dudley</i>		
"Speaking Frankly"	- - - -	53
Professional Fees	- - - -	54
<i>Carl F. Taeusch</i>		
Brow-heat	- - - -	57
<i>H. Sheridan Baketel, M.D.</i>		
Tours and Cruises	- - - -	95
This Month's Free Literature	- - - -	100

MEDICAL ECONOMICS: Published monthly at Rutherford, N. J., exclusively for physicians. Circulation more than 120,000. MEDICAL ECONOMICS, INC., Publishers, Rutherford, N. J.

"I highly recommend dressings with hot Antiphlogistine, which has a softening and resolvent action, hastening, in advanced cases, the sloughing of the necrotic tissue and core without pain and danger to the patient."
(Professor Dr. Gustav Singer).

Furuncular and Phlegmonous Complications of Diabetes

Surgeons, more and more, are inclined towards the Conservative Treatment of Furuncles and Carbuncles, especially those of Diabetics, and some of them even go so far, in many cases, as to refrain from incisions and to rely on outward applications.

Antiphlogistine

by hastening the disintegration of the exudates and toxins and by stimulating cellular activity, is an appropriate topical application, producing definite physiological reactions, which are the basis of all healing.

THE DENVER CHEMICAL MFG. CO.
163 Varick St., New York City.

You may send me literature and sample of Antiphlogistine for clinical trial.

.....M. D.

Address



A Castle "Full-Automatic" Sterilizer gives you the extra pair of hands of an unseen, unpaid, but efficient "No-Salary Assistant."

A Castle "Full-Automatic" runs itself... it automatically safeguards correct sterilizing temperature... and will not overheat if it runs dry.

ONLY A CASTLE HAS "FULL-AUTOMATIC"
TEMPERATURE CONTROL AND LOW-WATER CUT-OFF

Your name sent to us
will bring you more
information

CASTLE

Wilmot Castle Company
1143 University Ave.
Rochester, N. Y.

The search for the golden pill

IT IS told that when Buddhism was introduced into China a conflict arose between the Buddhists and the Taoists. (In case you have forgotten, Taoism is the religious doctrine of Lao-tsze, the Chinese philosopher.) Both lured followers with charms and incantations. Medicine gave way to magic and the search began for the Golden Pill or Elixir of Life.

This desire to prolong life has led men on arduous quests throughout the ages. Golden pills have been sought for every illness to which humankind is prone. Some have been discovered 24-karat pure. Others have glittered deceptively for a while, only to be found spurious after all. Happily, this does not occur so often *these* days. Given a specific germ to work upon, a new gold pill at any moment is likely to roll into the hands of an able scientist. A grand and glorious age it is!

Whenever germicidal action is required upon the skin or accessible membranes of the human body, Zonite may always be pre-

scribed with confidence. Zonite is a germicide of real worth—a stable sodium hypochlorite. The value of the active principle, sodium hypochlorite, has been thoroughly demonstrated and well established. Zonite presents this agent in a standardized solution.

Zonite is mildly alkaline, hypertonic, non-irritating and non-toxic. It is rich in chlorine content and keeps its strength indefinitely. It is non-hemolytic, non-coagulating. Yet it is penetrating, and active even in the presence of organic matter. Zonite is economical and always ready to use, requiring no preparation. Moreover it is valuable over a broad field, meeting effectively every indication for its use.

Professional endorsement is inevitable after a practical trial and, accordingly, a bottle will be sent on request. This will be accompanied by literature. A perusal will show that no unwarranted claims for efficacy or therapeutic value are made for this antiseptic. Write: Zonite Products Corporation, Chrysler Building, New York, N. Y.

You Can PAY More But You Can't GET More

In our opinion, no mercurial sphygmomanometer offers you more dependable accuracy or longer service at any price than this Armored B-D Manometer. Be sure to look for "B-D" on the instrument. Here are its exclusive features:

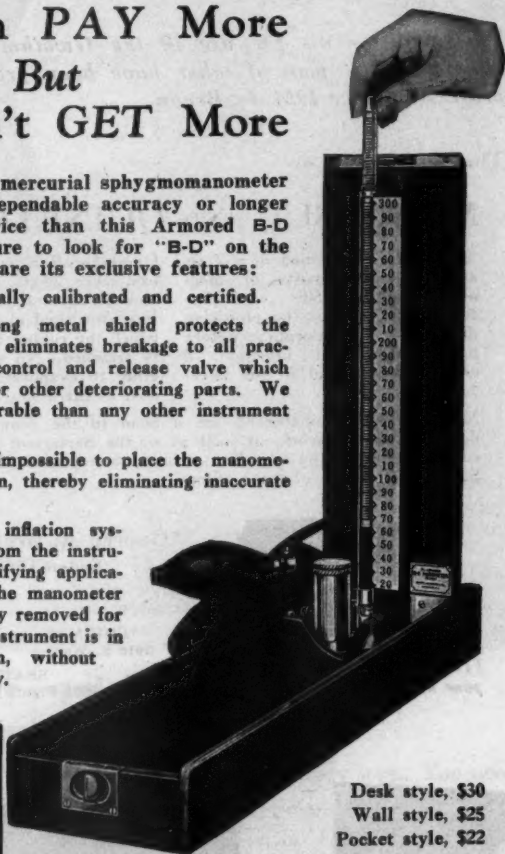
Accuracy... Individually calibrated and certified.

Durability... A strong metal shield protects the manometer tube and eliminates breakage to all practical purposes. A control and release valve which contains no rubber or other deteriorating parts. We consider it more durable than any other instrument made.

Error-proof... It is impossible to place the manometer tube upside down, thereby eliminating inaccurate readings.

Convenience... The inflation system is detachable from the instrument, thereby simplifying application to the arm. The manometer tube may be instantly removed for cleaning while the instrument is in an upright position, without spilling the mercury.

If you should like to inspect an Armored B-D Manometer kindly use the coupon indicating your surgical supply dealer.



Desk style, \$30
Wall style, \$25
Pocket style, \$22

Makers of B-D Yale Syringes,
Erusto and Yale Quality Needles,
B-D Thermometers, Ace Bandages,
Asepto Syringes
Armored B-D Manometers, Spinal
Manometers
and Professional Leather Goods

M.E. 5
BECTON, DICKINSON & CO., Rutherford, N. J.
GENTLEMEN: I should like to inspect a B-D
Armored Manometer.

☐ Desk Style ☐ Wall Style ☐ Pocket Style

NAME _____

ADDRESS _____

DEALER'S NAME _____

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

The medicaments for use in the Gwathmey Method of alleviating the pain of labor have been prepared for the profession since 1924, by Breon

They are known as

MAGNESUL AND QUINETHEROIL

Magnesul is contained in a 2 cc. ampoule. It consists of magnesium sulphate 50%, with procain 2 1/4%. In this the physician dissolves 1/4 gr. morphine before making the first injection. 3 ampoules are used in the average case.

Magnesul and *Quinetheroil* are a boon to the general practitioner doing obstetrical work, as well as to the parturient woman. Their cost is trifling. The complete technic accompanies the medicaments. Supplied from any of these offices.

Quinetheroil is composed of 2 1/2 ozs. ether, 20 grs. quinine, 3 drams alcohol, mineral oil q.s. ad 4 ozs. It is furnished in an instillator to which the rubber tubing is directly attached. No exposure of the ether to evaporation. 4 ozs. is a dose in the average case.

For prompt service, address the office nearest your home.



George A. Breon & Co., Inc.
Kansas City, Missouri

NEW YORK CITY
319 W. 50th St.

CHICAGO
1018 S. Wabash

SEATTLE
6085 Eighth Ave., N.E.

ATLANTA
409 Rhodes Bldg.

LOS ANGELES
1929 Hillhurst





**Antiseptic—quick lather—
ideal soap for a doctor**

YOU have no time to fuss with an ordinary soap. You need one that gives a generous lather immediately, one that is pleasant to use, one that is effectively antiseptic. We recommend Synol, the best known professional soap. Sold in 4-oz. and 10-oz. bottles. Allow us to send you a trial bottle.

.....
JOHNSON & JOHNSON, NEW BRUNSWICK, N. J.

I should like to try a bottle of Synol Soap.

..... **M. D.**

Address.....
.....
.....

Consider the
NON-INJURIOUS AFFINITY
of
MERCUROCHROME
220 SOLUBLE
(*dibrom-oxymercuri-fluorescein*)
for BODY TISSUES

Mercurochrome, by its stain, fixes itself in body cells and penetrates beneath the superficial surface. When applied in wounds or on mucous membranes, it remains *in situ* for hours and the sterilizing or aseptic period is definitely prolonged. There is not only a decided bactericidal action at the time of application, but this action is extended and, more than that, the field is kept aseptic for a considerable period of time, because of the intimate contact Mercurochrome maintains with body cells and because of the pronounced bacteriostatic action exhibited even in exceedingly high dilutions. As body tissues are not damaged,

Natural Body Defenses Are Not Interfered With

and nature's own method of healing progresses more rapidly. Mercurochrome is not a transient germicide that is washed away in a few minutes and that must accomplish complete sterilization immediately, usually at the expense of damaged tissues, but it is a potent bactericide that stays where applied and insures, in addition to its immediate germicidal action, prolonged bacteriostatic action and a strong defense against reinfection or contamination.

When attempts are made to evaluate various germicides and antiseptics, due weight should be given to this non-injurious affinity of Mercurochrome for body tissues, as it is apparent that this feature is largely responsible for the superior clinical results, evidenced chiefly by prompt clean healing of wounds and by rapid control of mucous membrane infections, obtained with Mercurochrome.

HYNSON, WESTCOTT & DUNNING, Inc. Baltimore, Maryland

MEDICAL & ECONOMICS

The Business Magazine of the Medical Profession

Volume 7

May, 1930

Number 8

The Doctor ^{Looks} at Journalism

[How the County Medical Society can cooperate with the press]

By Linsly R. Williams, M. D.

Director, N. Y. Academy of Medicine

THIS glance at journalism, or as it might more properly be called, the daily newspaper, raises a question as to the function of a newspaper. If one had asked the question of William Cullen Bryant he might have replied, "A newspaper is published for the purpose of improving the taste of its readers in literature."

Horace Greeley might have said, "The newspaper is published in order to tell Mr. Lincoln how to win the war or to persuade young men to go West."

Charles A. Dana would undoubtedly have thought of the newspaper's function as one which would induce young men in poor health to go to sea. All of them, however, would have agreed that a newspaper exists to mould public opinion.

It is quite evident that at the

present time the primary function of the newspaper is to make money for its stockholders. It is recognized that a newspaper cannot make money unless it publishes a true account of the news (by the publication of human interest stories) promptly, and has a sound editorial policy and a circulation large enough to obtain a sufficient amount of advertising.

The press knows far better than the medical profession what is news and they recognize that it is the unusual, the unnatural and the horrible which appeals to the reading public, while the humdrum affairs of our daily existence are not news.

There was a story in one of the newspapers recently of a little girl of six who had her leg caught between an elevator and the floor. It was impossible for her parents to extract the foot and the ambulance was sent for. The doctor climbed on a ladder from below the elevator, took

From an address before the Medical Society of the County of New York, February 24th, published by courtesy of the N. Y. State Journal of Medicine.



The copy desk on a big Metropolitan daily.

off the child's shoe and stocking, greased her leg and managed to extract the child from her predicament without even a scratch. Here is a bit of news with human interest in it which is unusual. If this same child had fallen on the sidewalk and broken her leg, it would not have been news unless her father or mother held an important position in the financial or social world.

The modern press has a definite editorial policy, frequently political. Some specialize in different fields, giving emphasis to education, international affairs or other incidents in human life varying with the personality, character and experience of its editorial staff.

The modern press has taken a more active interest in the progress of science and medical affairs during the past two decades. The medical reader may now find a considerable amount of educational material of a medical nature in the daily press.

The medical policy of a newspaper will naturally vary as does its policy in other fields. Many of us remember the way in which the former editor of "Life" was wont to attack the medical profession and everything about the art and science of medicine. We know also that there are dailies in New York City which still belittle the medical profession and its effects.

On the other hand, there are newspapers which endeavor to furnish their readers with all the news available of a medical authority and strive to educate their subscribers in a manner of which any physician would approve.

Physicians, however, must remember that newspapers do not exercise a censorship of news and that they will report as news discoveries of cures which are not curative. Until the last few years the papers have had no accurate source of information on medical affairs.

There is no doubt that the

press will co-operate gradually with the medical profession in moulding public opinion on medical questions, but in order to do this the press must be furnished by the profession with news items advising them in advance if there is any human interest in a medical incident and also providing material for special feature stories. Many of these feature stories express the opinions of the writers but do not express the opinion of the editor.

Recently there was published in one of the evening papers a story on the value of painting the arteries with a preparation of carbolic acid, stating that old age may be deferred by this method. This story came from Europe, written by a special writer on the paper, and it was unusual. Consequently it was news. On the other hand, from the medical point of view, the article was valueless because one could not tell what arteries were painted, the exact nature of the solution used, or what the underlying theory of the procedure was.

Similarly another newspaper published a story prepared by a

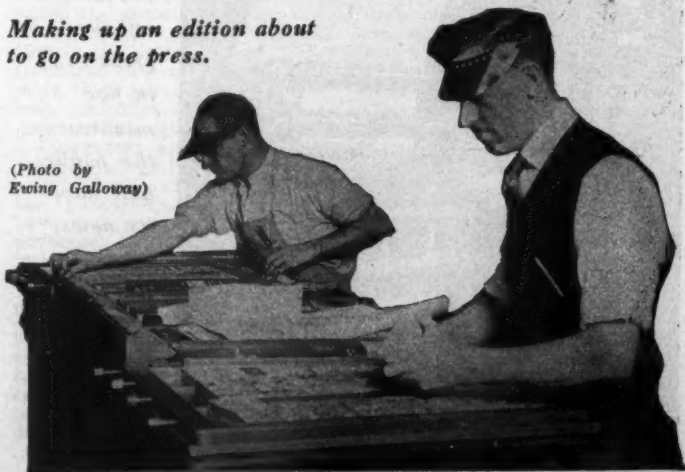
special news writer stating in effect that physicians were loathe to accept the statements of others, that Pasteur's teachings were not accepted at first, and that doctors opposed every new advance in medicine. The newspaper in question, however, promptly published a letter from a physician correcting the statement, proving that the editor's views were not the same as that of the news writer.

It is a matter of great satisfaction to many of the medical profession to note that the modern newspaper is willing to refuse advertisements for therapeutic measures when they are either untrue or misleading. It is recognized that advertising is the main source of the newspaper's interest, and when a newspaper goes to the trouble of questioning many advertisements and refusing or demanding that the wording be changed in many others, it is definite proof that the press has some knowledge of ethics as well as the medical profession.

Physicians are interested in medical publicity and have frequently criticized the press, but

Making up an edition about to go on the press.

(Photo by
Ewing Galloway)



no more vigorously than the press has criticized the medical profession for its attitude of secrecy and mystery.

The press must understand that as a prospective patient does not know what he proposes to purchase from a physician or the value of the purchase after he has it, the best advertiser may become the busiest of physicians. Some of the people may be fooled all the time, and our population is so large that there are a sufficient number to be fooled daily to keep the advertising physician very busy.

There is a difference, however, in the announcements to the press being given by medical organizations, particularly county medical societies, academies of medicine and national organizations, which are educational in value. Many of our societies

render a conspicuous service by furnishing the press with abstracts of papers read at their meetings which denote the progress of medical science and instruct the people.

In New York an endeavor has been made to furnish the press with the type of service which has just been indicated by means of the Medical Information Bureau which is maintained under a joint committee of the Medical Society of the County of New York and the New York Academy of Medicine.

There are many physicians who believe very earnestly that the health of the people would be better if they lived more hygienic lives and took more precautions which would prevent communicable diseases, and that if the people were more regularly

(Turn to page 130)



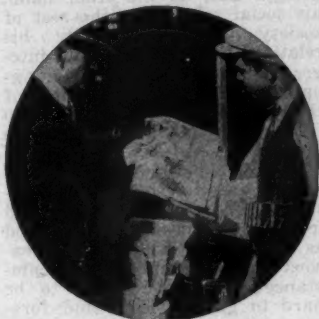
*Fresh
off the
press . . .
in five
minutes
the public
will have
its news.*

(Photo by
Ewing Galloway)

Medicine — and Ink!

By Iago Galdston, M. D.

*Executive Secretary
Medical Information
Bureau
New York Academy
of Medicine*



ALL progress, biologic as well as social, follows a definite pattern. First, there is growth of the total mass; second, there is a functional differentiation and grouping of certain elements in the mass; and third, there is a functional integration of the differentiated groups.

This is true of biologic progress in social organization. In social progress, however, there is added the element of man's conscious and purposeful participation in the determination of the trend and rate of progress. Man, more than any other living animal, initiates and motivates progress in desired directions.

Journalism and Medicine are professions probably as old as society itself, and both, during the phenomenal past century, have undergone extremely rapid advances. Both groups function in a social milieu unparalleled in history.

As affecting Journalism, literacy is more universal than ever before. Curiosity, and a certain constitutional demand to be informed, have now for several centuries been cultivated as the privileges and obligations of democracy. More leisure and bet-

ter economic conditions have created a greater reading public.

Advertising, which contributes the main financial stay of the Journalist's world, has made available to him "who reads as he runs" a dollar volume at the cost of a nickel. The advance in the mechanical means of communication have widened the spheres of the newsgatherers, as well as the mental horizons of the news readers. Through circulations that mount into the millions, and through the evolution of the fine art of editorializing—an art that has appropriated and made effective use of the principles of mass psychology—the press now exercises a power which lobbyists and propagandists well appreciate, and advertisers are willing to buy and pay for.

In the world of today Journalism is a tremendous power—one which the experiences of the World War have taught us to respect if not to admire.

Medicine, on the other hand, has also made great progress, but in a different direction. If we leave out for the present moment the public health worker, and confine ourselves, as is proper, to the private prac-

tioner, we find that he has made the greatest progress in furthering his science both in abstract principle and in technology. But, on the other hand, his social relation to the rest of society, and particularly his relation to that class of integrating humans variously designated as the "Fourth Estate" of the journalist, has been, as to this group, and largely remains archaic.

The integration between the special group designated as physicians, and the other designated journalists, has not been as good as it might be. What are the reasons for this unhappy circumstance? They ought not to be hard to gather. First and foremost, it appears to me, there stands in the way of more har-

monious co-operation between the two professions the individualistic character of the medical men—a character which I believe is inborn in the novitiate and cultivated to an extraordinary degree in the ordained.

The philosophy of Medicine has been, and is today, individualistic—the private and personal relationship between physician and patient breed and further individualism, and the individualist is proverbially not a good co-operator, nor does he lend himself to the integrating process.

The journalist, on the other hand, is anything but an individualist, either in his function or his philosophy. While the physician works, if not in secret at
(Turn to page 127)



Nearly three thousand reprints on cardboard of Graham Hunter's cartoon in February *MEDICAL ECONOMICS* have been sent out to physicians who wrote in for them. There are still a number of them left. If you would like a copy, send a two-cent stamp to the Editor, *Medical Economics*, Rutherford, N. J.

Many readers asked for reprints in quantity, to enclose with statements—so the cartoon has been printed in reduced size (just as it appears at the left) on gummed paper. They will be supplied in pads of fifty at fifty cents. (See the advertisement on page 133.)

It's an odd thing about medicine!

**MOTHERS WHO WOULD NEVER OMIT
STERILIZING BABY'S THINGS —**



**— THINK NOTHING OF HANDING HIM
AROUND FOR A GENERAL SMACKING!**



**[For a copy of this cartoon on cardboard
write to Medical Economics, Rutherford, N. J.]**

Harley Street —

[Whence the term: "He's a Harley Street man"]

By Robert J. Blackham, M. D.

London

THE visitor to London driving along crowded and busy Oxford Street must find it difficult to realize that just to the north, opposite Bond Street, a lonely road between grass meadows once branched off this highway and dipped into a brawling brook in the shadow of a little country church.

This part of London, now covered by the medical portion of the metropolis, was originally part of an ancient estate which took its name from the little brook or "burn" just mentioned.

The brook was called Tyburn, and ran down from Hampstead to the Thames. It furnished as recently as the 18th century, nine conduits which supplied the City of London with water.

The district had something of an evil reputation, for the famous gallows-tree of Tyburn was situated not far from where Harley Street now stands. One of the most disgraceful exhibitions in the records of British justice was the processions of the condemned criminals from Newgate Prison in the City to the gallows-tree at Tyburn. These occasions were converted into something approximating national festivals, and the executions were carried out in the presence of huge mobs similar to those which are now to be found on a race course.

The Manor of Tyburn was purchased in 1710 by John Holles, Duke of Newcastle, and the part known as Harley Fields was rapidly built over. With the in-

creasing respectability of the neighborhood, the gallows-tree was removed farther and farther west until it reached a site near where the Marble Arch now stands. It was finally abolished in 1783.

The Duke of Newcastle's only daughter and heiress, the Lady Henrietta Cavendish Holles, married Edward Harley, 2nd Earl of Oxford and Mortimer, and the only daughter and heiress of this couple married the 2nd Duke of Portland. Thus their property passed into the hands of the Portland family. These personages gave their names to the streets built on their estate; Cavendish Square was called after the Duke of Newcastle's daughter, and Harley Street after her husband.

They little guessed they were naming what was to become the Medical Mecca of the British Empire!

So much for the name. Let us interrupt the historical narrative for a moment to get a modern glimpse of the Street itself, and the methods of its tenants.

Harley Street runs north and south, and is very long. It contains no less than 154 houses.

Comparatively few of the doctors who see their patients in Harley Street live on the spot. In this particular a Harley Street practice differs from the ordinary English methods, which are, themselves, very different from those which prevail in the United States.

As a general rule the doctor in

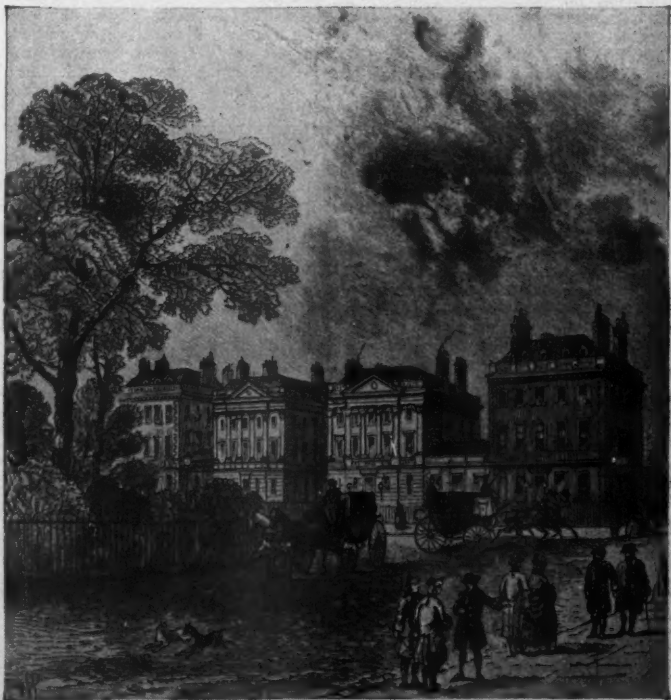
Mecca of Medicine

the United Kingdom visits his patients, whereas in America the patient visits the doctor. For this reason the American medical man makes much more business-like arrangements to see his patients. He usually has an office in a building with other physicians, in some convenient portion of the town, and he does not "live over the shop" in the way that the English doctor does. One of the greatest trials of the general practitioner in Great Britain is the fact that he can never call his soul his own, as

his patients can invade his home at any hour of the day or night.

The usual fee for a consultation in Harley Street is £3. 3s., but in the case of a special examination, such as an electrocardiograph, a fee of £5. 5s. is charged. The Harley Street methods for the collection of fees leave much to be desired, for instead of paying the fees to the receptionist as in the United States, patients in Harley Street pay their fees direct to the doctor.

(Turn to page 83)



These Medical Maids

[Effect of women's organization shows in office morale]

By Louis R. Effler, M. D.

Toledo, Ohio

THE World War brought out numerous women's organizations, perhaps none better known than the "Waacs." This initial combination stood for the "Women's Army Auxiliary Corps." The Waacs were enrolled as mobiles for home service. They did duty in the government army schools throughout England, particularly in preparing bandages and dressings, knitting, baking and in a variety of similar tasks. During the conduct of the war, they performed yeoman service.

In the last analysis, they proved able seconds to the male combatants in the field and contributed their fair share to ultimate victory. They were true exemplifications of the claim in Twelfth Night: "I am all the daughters of my father's house."

A similar woman's organization is to be found in Toledo. It is called the "Medical Aides." It is composed of doctor's nurses, assistants, bookkeepers, secretaries and all other female personnel. The organization has been in existence one year. It has elected officers and holds meetings regularly each month.

Some wag among the doctors has given it the euphonious title of "Medical Maids," and coined the slogan: "The Medical Maids are Doctors' Aides!"

This gives in a nut-shell the whole reason for their existence as an organization. They are no fly-by-night group but have a staid and settled policy. They are entrenching more and more firmly, and are certain to enjoy a long life.

The purposes of the Medical



Are Doctors' AIDES

Mrs. Carl Diefenbach, President, and (opposite page) a group of the "Medical Maids" at one of their monthly get-togethers.



Maids are two-fold, as follows:

(a) *Business:* The organization represents a serious effort at increasing office efficiency. It gives the girls the opportunity of coming into intimate contact with one another and learning one another's methods, both of handling the doctor's patients and of establishing a better system for collecting the doctors' accounts.

(b) *Social:* An opportunity is further given for getting better acquainted with one another. Close friendships are springing up, with the result that a spirit of good will is developing among the medical offices of Toledo.

The Medical Maids of Toledo have borne in mind in a practical way the purpose just expressed. In a *business* way, they have profited directly and indirectly. They have exchanged valuable

ideas in their mutual contacts, and they have received additional ideas by attendance at a series of five lectures during 1929, on subjects bearing directly upon their office work. These lectures were given under the auspices of the Medical Economics Committee of The Toledo Academy of Medicine.

The first lecture was "The Psychology of Salesmanship" and was given by a super-salesman, himself president of a Toledo real estate development company. The second, "Systematizing Office Records" was given by a well-known certified public accountant of Toledo. "Hints for Better Collections" was given by the manager of the credits and collections division of one of Toledo's largest department stores; fourth, "Se-

(Turn to page 105)

Everybody's

Photo by Ewing Galloway



Business

By Floyd W.
Parsons

"In a period of wide mechanization, we must expect to see distressing superficial effects such as unemployment and over-production. But soon we will commence to hear of the creation of new industries and the expansion of old ones, idle hands will find employment and faith in the future will be restored."

WE are worried about unemployment and overproduction. What is the cause and what the remedy?

Machinery has supplanted muscularity. We have substituted labor-saving devices for manpower more rapidly than we have created new industries, and the periodic result is an unbalanced situation that requires adjustment.

Hasty condemnation of a life founded on machinery is ill-considered. It is our clever mechanical contraptions that have brought us such a tremendous increase in national efficiency. They have made it possible to produce more goods with greater skill, with less actual sweat and with shorter hours.

In the last 15 years the industrial output of the United States has increased 75 per cent while the number of workers has increased only 20 per cent. Each citizen now possesses the equivalent of 175 slave-power in the form of mechanical energy. As a result real wages have gone up leaving more money available for added comforts and increased savings.

Who would want to go back to the time when tons of coal were handled in boiler rooms by human hands instead of automatic stokers? Where would there be any advantage in discarding the self-operating telephone system in which a simple

dial takes the place of a "hello" girl? Must we give up the machinery now employed in glass manufacture merely because it wiped out the picturesque glass-blower? Shall we discard the powerful magnets employed by our steel companies in order to bring back jobs for workmen who handle steel billets?

Better machines have made it possible to turn out 32,000 razor blades in the same time that was required to produce 500. Only a few years have passed since the hourly output of four-ounce bottles was 77—now it is 3000. Because of speedy labor-saving devices, the average wholesale value of American automobiles is \$542 apiece, and they are being turned out at the rate of nearly 5,000,000 a year. But if automobiles were hand-made it is estimated the cheapest modern type would cost \$10,000, and as a result, there would be work for only a very small percentage of the 4,800,000 people who are occupied in either building automobiles, or in taking care of an endless variety of jobs in industry created by the motor car.

Instead of human hands, pneumatic stevedores heave coal and wheat. Networks of pneumatic tubes serving executive offices in big buildings do the work of thousands of messenger boys. Mail and telegrams fly regularly to their destinations via under-

(Turn to Page 117)

Study the Contract

[The fourth article about "gyp" collection agencies]

By A. E. Backman

National Better Business Bureau

A BUSY physician in an eastern city sat in his office, impatiently waiting to dispose of the last few office cases before departing for his hospital. Enter the collection agency representative. He was a fast talker, and a convincing one.

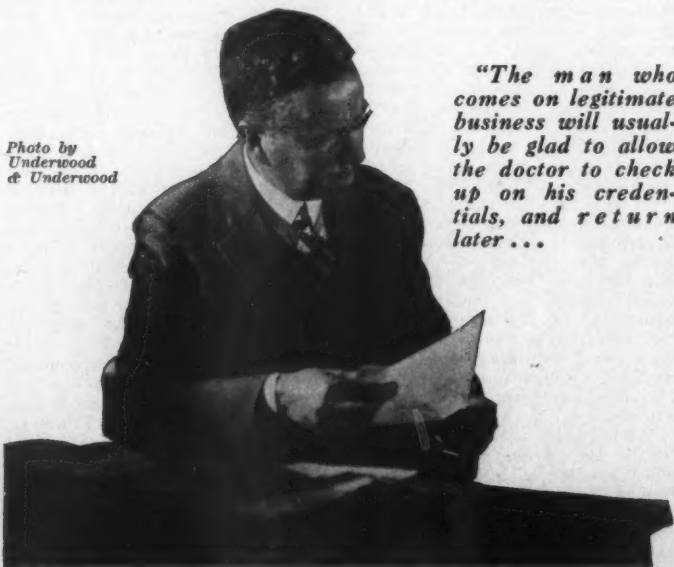
Soon he had persuaded the physician to run over some of his overdue accounts, and together they selected about ten names which appeared worth an effort to collect. The doctor approved them, and signed his name to the contract, stating that he had no

more time for the man that day.

The agent obtained permission to call the next day and look through the cards, and to list the ones he wanted to try. It was agreed that the physician would examine the list himself and personally pass on each name.

The agent called the following morning when the physician was out and copied an entire list, part of which had been given to another agency a few years ago. Calmly inserting this entire list on the contract which the physician had signed, he departed for other fields.

Photo by
Underwood
& Underwood



"The man who comes on legitimate business will usually be glad to allow the doctor to check up on his credentials, and return later ..."

Before You SIGN

The doctor was obligated to pay a fifty cent "docket fee" on each name on the list, and what was worse, *to pay the fifty cent commission on every one of these accounts that was thereafter paid to him directly.*

Nor could all his efforts secure the return of the list, which the collection agency was privileged to do with as they chose.

This incident is just one of many illustrating the sharpness and lack of scruples of those collection agencies and their representatives who come under the class of the "unethical."

It must not be thought for a minute that all collection agencies are dishonest, or are impossible to do business with on a fair and equitable basis. There are many such concerns in the United States, operated both under the direction of physicians and of laymen, who are perfectly ethical in their methods, and who achieve

success through fair dealing rather than unscrupulousness.

It is my conclusion that practically all the complaints which the National Better Business Bureau, Inc. receives against collection agencies could be eliminated if one would diligently observe the two slogans which this and affiliated organizations have been teaching for years:

"Before You Invest—Investigate" and "Read Before You Sign".

I say this because our experience clearly shows that a large proportion of the complaints are against collection agencies of the ephemeral, fly-by-night type; agencies organized for no other purpose than to fleece the public or profession speedily, and then to transfer their operations under a new name to another city.

Another great class of complaint comes from individuals who have failed to carefully scru-

... Being too busy to take proper precautions is not a proper attitude for a professional man, who is in other respects a disciple of conservatism."

(Turn to page 107)



The Doctor . . .

By Merryle Stanley Rukeyser

"In practice, the balanced investment diet involves an obligation for the investor to consider what is suitable for his need in relation to his other holdings. The balanced investor remains solvent irrespective of the turns of the financial wheel."

THE violent vicissitudes at the financial market place in the last six months emphasize the obligation which the investor owes to himself to be intelligent and discriminating. The excessive vacillations in the prices of securities of both high and low grades reflect the intemperateness of amateur managers of funds.

It is not practically feasible for the lay investor to make sure that he has the impulse and the purchasing power for acquiring securities at the bottom of the panic zone, and for turning them all into cash as they reach the peaks of inflation. Yet it is possible for discriminating investors to lay out for themselves a long term program, which will make them beneficiaries, rather than victims, of the behavior of security prices.

The solution lies in a balanced investment diet. Balance implies a spirit of moderation, as well as the technique of wide diversification. It involves a certain element of self humility and skepticism. It is out of tune with the spirit of the clairvoyant, who purports to know in advance what the unknowable financial secrets of the future are. If an individual knew beyond the shadow of a doubt that a certain stock would rise fifty per cent in three months, he would be warranted in lacing all his resources into that stock, and earning at the rate of 200 per

cent per annum. But the merest reflection will demonstrate that the investor never has such indisputable advance knowledge. At best, he only has beliefs of that character.

The plunger, whose philosophy is rule or ruin, not only stakes everything he has on a hunch, but also goes into debt to increase his capacity for backing his judgment. Such an operator is the antithesis of an investor, whose chief function must be the conservation of funds. In practice, most individuals tinge their austere investment motifs with speculative purposes. In other words, they want not only safety of principal and assured regularity of income, but also hope for gradual capital appreciation.

There is no 100 per cent safe investment—not even Liberty bonds, which represent par in the scheme of financial prudence. Investment and speculation entail the purchase of financial risks. In practice, the hazards vary widely, being negligible in the case of low yielding bonds of the highest grade and being extremely great in the case of promotion stocks. The know-it-all plunger acts on his theories and surmises, and for a time may show huge profits, but is always tending to place himself out on a limb, subject to the hazards of passing financial storms.

The true investor with due humility pursues a policy of

and his Investments

hedging. With some representative stocks quoted fifty per cent above panic low levels, he thinks that perhaps some stocks may be too high. Accordingly, he does not put out all his funds in popular stocks at prevailing prices. But he may be wrong, so he does not get out of common stocks entirely.

Limiting his common stock commitments to shares of companies which are well managed and to industries which give promise of showing a favorable long term trend, the investor also keeps part of his funds liquid—readily convertible into cash. He puts such funds in high grade

short term notes, bankers acceptances, or perhaps in the savings banks. Accordingly, when and if severe intermediate reactions follow the long term recovery he finds himself with reserve buying power, and instead of bemoaning the fact that the market acts in accordance with its own laws he is in position to take advantage of them.

Another significant risk which the investor inevitably faces is the future course of interest rates. During the extended advance in interest rates, which was checked during the panic, bond prices declined, reflecting a

(Turn to page 73)

He is back!

"The Doctor and his Investments" series will be resumed, the Editor is glad to announce. When Mr. Rukeyser wrote his 28th and valedictory article in the March issue, a number of physicians wrote to express their regret. In fact, the sentiment was so pronounced that Mr. Rukeyser, one of America's best-known financial writers, has agreed to resume the series.



But Don't Lose



*"Why
crab
?"*

TWO catastrophes can engulf the *homo medicus*. Either of them can progressively and insiduously sap the joy of living from the young man with a future. Poor health will bend the most promising prospects to withered, unrealizable dreams. A poor sense of humor will make the attained success a hollow one.

Good humor is the possession of all who see life in true proportion. Wherever the ego is estimated too highly, or looms too large on a person's horizon, there good humor is absent, for life is seen in wrong proportions. He who has a good sense of humor is always a good team worker. Slightings, minor difficulties, unpleasant remarks, ingratitude,

and other causes of friction are seen as stepping-stones rather than as stumbling-blocks.

The most miserable physician I have ever seen was a successful and prosperous gynecologist. He was irascible, suspicious, and cowed all who worked for him. Vacations were impossible because there was so much to do and his assistants so incapable. Finally came the startling announcement that he had gone on a trip around the world. He dropped dead thousands of miles from home and left a small fortune to his nephews providing they signed pledges to forego tobacco and alcohol. He had been told that his malignant hypertension would give him but a short

that Sense of Humor!

[Must medicine ruin a man's good nature?]

By Hugh Robertson, M. D.

time to live, and attempted to run away from it; but Death has long arms.

The happiest physician I have ever known was a bald-headed surgeon. Sad to relate, he liked beer. He went to Europe occasionally, knew most of his confreres by their first names, and had a cabin in the woods where he rushed to read detective stories and hunt whenever he felt he was not doing his best work. Back

he would come, refreshed and clear-eyed, with a myriad of new stories for his associates. I never knew him to speak uncivilly to an assistant.

A whining, complaining person can't be good natured. Much we hear of the poverty stricken, ground-in-the-dust physician. We all like to complain—I do myself. But suppose we look over our job.

(Turn to Page 99)

... Poor health in a physician is regrettable; poor humor is inexcusable."



Leaves from Physician's

(Continued from April)

July 9

Our jolly delicatessen man round the corner has a new topic of conversation. No, it isn't the weather. Last month he had a kidney stone and was rushed to the hospital for an operation. He's home again now, still looking a little pasty, and fighting mad at his hospital bill.

"Would you believe it?" he told me, "that two-by-four room cost as much as the fine hotel room I had at Atlantic City last summer—and the hotel gave three square meals a day, too!"

Hospitals are presumably not run for profit; they pay no taxes; most of their nurses are in training or receive merely a pittance. And yet, despite their "hotel rates" they are always begging for financial aid from the public. Maybe hospitals need a few lessons in hotel management.

July 11

When Mr. J. broke his arm at work last week, he naturally came to us for treatment. He was one of Bob's first patients, and the J baby is on our list of "difficult feeding cases." Bob set and splinted the arm; but today Mr. J came back to say that under the Workmen's Compensation Law he has to go for treatment to a doctor on the insurance company's list, if he expects compensation for his injuries. Another patient lost!

July 12

A call came in at 2 o'clock this morning, but Bob is not expecting a repeat visit. The family has the clinic habit. Only in cases of emergency will

they call a doctor. The baby has been under the care of one of the Free Milk Stations, but unfortunately it got the colic outside of clinic hours.

July 14

Bob came home today with an expression on his face like the cat that has eaten the canary. A patient had told him, "Doctor, you're better than a dose of medicine. Just to have you come into my room makes me feel better."

It really was a fine tribute, and Bob appreciated it so much. If patients only realized how such little pleasantries (even if they don't mean them) help to brighten the day of the doctor who trudges from one sick bed to another, listening mostly to whines and complaints!

July 15

Heard of a funny disease today—nocturnal bulimia, "inordinate appetite at night." Goodness, Bob often gets an attack of that. It's getting to be chronic! Last night he came home ravenous and fairly cleaned out the ice-box.

July 16

The telephone rang in the wee hours and dragged me out of slumber to answer it. When I sleep, I sleep—but the operator was persistent. I assured the man who called that the doctor was out on a case and I didn't know when he'd get back. As a matter of fact, Bob was in bed all the time, but he'd had a hard day and was dead tired. Besides, two to four A. M. seems to be the "zero hour"; the hour

the Diary ^{of} ^a WIFE By Mary Kinsley

when patients get panic-stricken and reach for the telephone.

"Awfully sorry ma'am," replied the voice, "but my kid's got the colic. Can you suggest anything I could do for it?" "Who is it? What do they want?" Bob kept whispering.

I put my hand over the mouthpiece and whispered back the information.

"Tell him to give the child a soapsuds enema," was Bob's advice. "Have you tried a soapsuds enema?" I asked the telephone.

"Hot water?" went on the anxious father. "How much? Any particular kind of soap?"

At each question I dutifully covered the mouthpiece while I consulted Bob and then transferred his whispered instructions to the telephone.

This morning at breakfast Bob started to chuckle. "I just thought of an awfully good joke," he explained; heard it the other day. It seems some doctor's wife was in the same fix you were in last night. She had said over the telephone that the doctor was out, and yet she wanted to be as helpful as possible. So each question was repeated to her husband, who whispered the answer and then she would relay it into the telephone.

Finally the voice at the other end of the wire said, "Are you SURE the doctor isn't there?"

"No indeed," answered the wife (what else could she say?) "The doctor is out on a case."

"Well then, lady," came the sarcastic voice over the telephone, "would you mind telling me who sleeps with you when the doctor is out?"

July 17

Another patient came in tonight with a ready made diagnosis. You couldn't tell that man any thing. All he wanted was "a good tonic." Bob tried to explain that his fatigue and insomnia were symptoms only, and ought to be considered as warnings of some more deep-seated trouble.

"Oh, you doctors," was the thankless answer, "you always make such a fuss. I suppose you have to keep your eye open for business. But all I need is a good tonic to set me up fine."

July 18

Bob saw three patients tonight, but treated only one. The other two had conditions that he felt ought to have a specialist's care. So our office acted as a sort of medical clearing house. There isn't much profit for us in that! I suppose there must be specialists; medicine is too complex for any one physician to know everything.

July 19

While I was getting breakfast ready this morning the telephone rang. When I answered, a wild jumble of sounds nearly split my ear-drums. "I don't understand a word," I protested. "Please speak more distinctly."

There was silence for a moment, then an agitated voice answered, "Oh, excuse me, ma'am. I didn't have my teeth in. Please tell doctor to come right away. Eddie walked downstairs, and he's all bruised."

"Walked down?" I repeated. "Yes, ma'am, he walked right down the stairs. Tell the doctor,

(Turn to page 53)



A Unique Type

Office units in Pasadena Medical Court are separate, but grouped about a central driveway

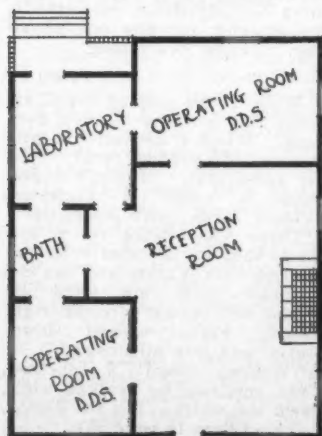
By Victor Cahalin

THIS is a story of a professional building which is not a professional building at all; it is an arrangement that provides all the advantages of

close grouping of offices and "community convenience" without the disadvantages of the multi-storied building, with its limitations of space and lack of aesthetic freedom.

Plenty of light, plenty of air and sunshine, and the freedom of a separate dwelling are afforded the doctor-tenant here. Parking is no problem at all, the private driveway that forms the "court" being large enough to take care of all cars during peak hours. In fact, the "court" arrangement allows the patient practically to drive up to his physician's door, and to enter without the usual fuss and publicity that attends most large professional buildings. Noise and commercial atmosphere are absent. Beauty and individuality are at the command of the occupants.

The Pasadena Medical Court, providing desirable and spacious offices for eighteen professional men and women, was practically





of "Professional Building"

initiated by one physician about five years ago. At that time the property included thirteen apartments, five in a typically English and eight in a Spanish apartment-court.

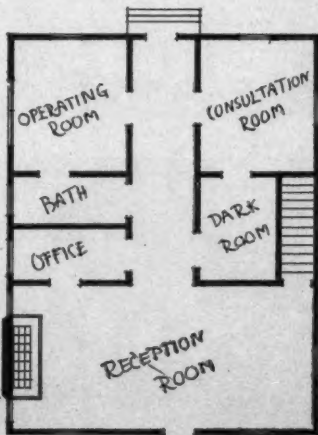
The original apartments consisted of living room, dining room, kitchen, bedroom and bath. The layout of the rooms varied somewhat in the different apartments in each instance, but their arrangement has been readily adaptable to the requirements of professional offices.

Living rooms in most instances are now used for reception space. In some cases the entire suite is occupied by one physician, and in others two practitioners share a suite, each having a private office and sharing the reception facilities and laboratory. The bedrooms and dining rooms of the former apartments are now converted into private offices, and the former kitchens are now being used as laboratories or operating rooms.

The first professional tenant decided to use one of the apartments for office space because of the desirability and acces-

sibility of the location. The Medical Court is one block from the business thoroughfare of the city. His judgment as to the fitness of the location was later confirmed by the erection of an eight-story professional building just across the street from the court.

Though some doctors and den-



tists, of course, prefer to locate in a large office building, nevertheless the rather unique environment afforded by lawns, trees, birds, an abundance of sunshine and the spaciousness of the court appeals strongly to others.

It was not long after the first apartment had been converted into office space, that another was rented for the same purpose. Then Dr. Alfred C. Jackson, recognizing the possibilities of converting all of the apartments into offices, took over the property and developed it along its present lines. He had some ideas as to the types of practice that should be represented in a medical court.

Each suite, of course, forms a complete unit and is entirely independent; yet it seemed wise to discriminate so that the group as a whole would be harmonious, and consist of units fitted to-

gether logically. Working along these lines a perfectly congenial and mutually helpful group has been organized. A spirit of co-operation exists which is an advantage to all concerned.

The group now consists of Doctors George Bock, William Elder, Montrose Burrows, L. Ore Riggins, Edgerton Carter, Leland G. Hunnicut, Emaline Banks, Ross S. Gordon and J. R. Sanford. The Community Nursing Service has headquarters in one suite, and there is also an analytical laboratory maintained on the premises.

Each suite of offices has a front and rear entrance. From the private driveway through the property it is only one or two steps to the rear entrance. There is ample parking space in the yard and there are about fifteen garages located parallel with the rear property line.



Two examples of the freedom of decorative treatment afforded the doctor-tenants of the Pasadena Medical Court.

Why the profession approves Mistol

FOR a number of years leading rhino-laryngologists have been recommending an oily spray solution containing menthol, camphor, eucalyptol and chlorbutanol for common cold, chronic rhinitis, hay fever, minor sore throats and lesser inflammations of the upper respiratory passages.

The Makers of Nujol developed this suggestion so as to produce, after much scientific investigation, a product containing these ingredients in the form best suited for intranasal medication. Mistol was the result.

Administered with the dropper contained in each package, Mistol imme-



diately spreads evenly over the nasal mucosa so as to form a thin protective film. It has the further property of clinging tenaciously, so as not to be dislodged by secretions. Further advantages of Mistol are that it may be taken as a gargle or nebulized into a fine vapor for inhalation.

Because its use is based on sound medical practice, Mistol enjoys the highest measure of professional approval and confidence.

Mistol

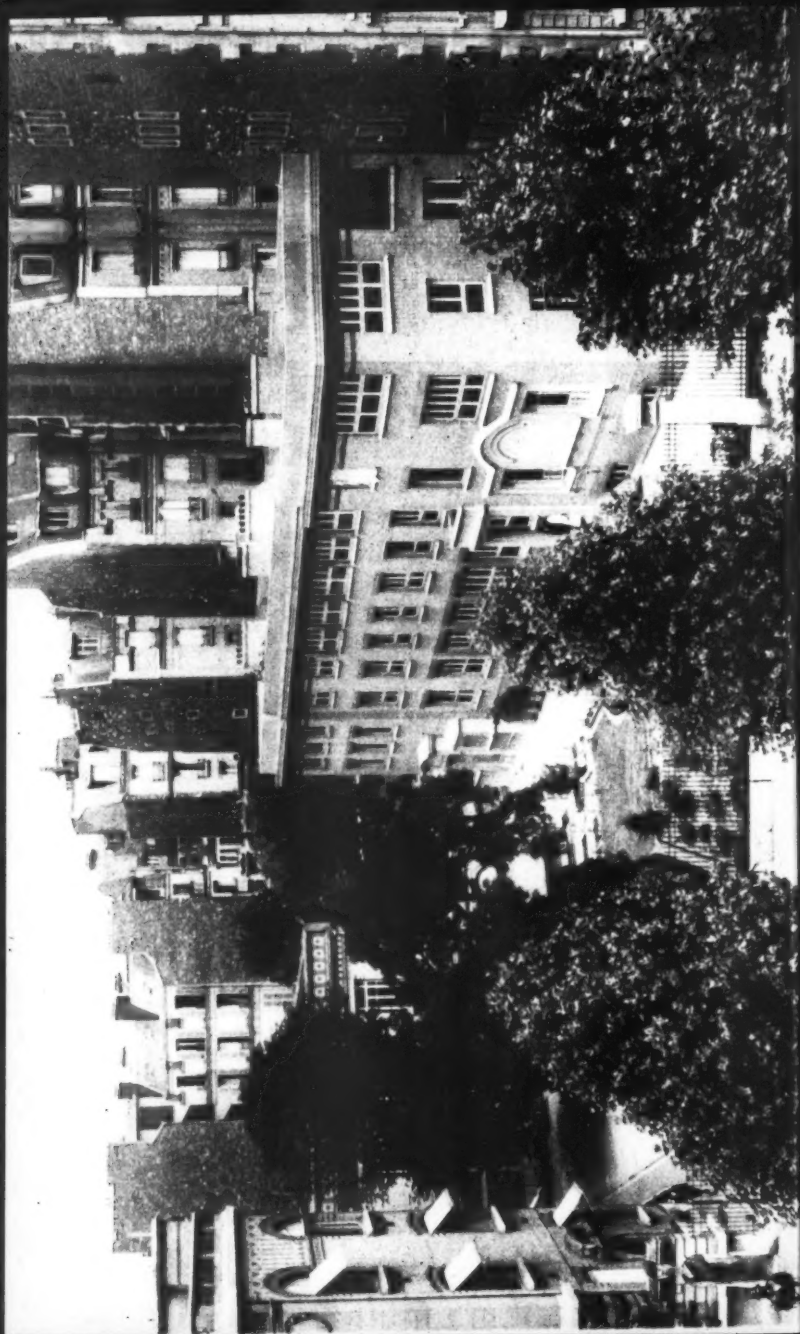
REG. U.S. PAT. OFF.

MADE BY THE MAKERS OF NUJOL

Note: This advertisement was written by a registered physician.

© 1930 Shano Inc.





le
G
o
v
m
p



The Institute of Evolution was completed recently in Paris, after a long delay caused by the World War. It is sponsored by the French Government for the purpose of studying the origin of Life. The picture on the opposite page shows the buildings and grounds, on Rastail Boulevard, Paris.

Above is the Director of the Institute—Prof. Dr. Maurice Caullery, member of the French Academy of Science.

In the room illustrated below, earthworms are raised. (Continued on page 101).



BAUME BENGUÉ

Pronounced "BEN GAY"

*The Original French
Analgésique Baume*



Prescribed by Physicians for over 35 years

Unsurpassed for Relieving
Head, Bronchial and Chest
Colds, Muscular Rheumatism,
Aching Feet, Stiff Neck, and
all Muscular aches and Pains.

THOS. LEEMING & CO., Inc.
101 West 31st Street, New York City

I shall be pleased to receive gratis, triple samples of "BEN-GAY", the
original French Analgésique Baume.

.....M. D.

"I enter a Scotch verdict"

[Another survey in 1935 will check dispensing results]

By Francis Boyer

Vice-president, Smith, Kline & French Laboratories

WITH the greatest possible interest, I have followed your inquiry into the dispensing-prescribing situation.

This has been a tremendously constructive piece of work, a kind of forerunner of the Literary Digest Prohibition Poll, with the same result of substituting definite statistical figures for a mass of inexact and worthless opinions.

You know, however, the old saying, "There are lies, damned lies, and statistics," and on the basis of the figures and charts presented in your last issue, I should like to state that I cannot follow your conclusion, "The indication is so clear that the trend is away from the prescription pad and towards the practice of dispensing, that further comment would be superfluous."

Let us look for a moment at the figures on pages 13 and 65 of your March MEDICAL ECONOMICS which are summarized in the "statistic" that 34% of all physicians state that they dispense more, and only 23% dispense less, than five years ago. At first glance this looks pretty conclusive, but does it prove that there is more dispensing by the medical profession as a whole than there was five years ago?

Unquestionably dispensing increases in almost direct proportion to the length of time a physician has been in practice. This is indicated by your figures on page 11, which may be summarized as follows:

	Dispense Exclusively
Practicing under 10 years	11%
" 10 to 20 "	16%
" 20 to 30 "	27%
" Over 30 "	34%

In other words, a doctor graduates from medical school with a very strong tendency towards prescribing, and year by year gradually comes to dispense more. Consequently at any period of his practice he will be dispensing more than he dispensed two years ago, and more still than he dispensed five years ago.

Obviously, then if you ask any individual doctor whether he dispenses more than five years ago, the answer will be "yes", but there is absolutely no proof that the general tendency toward dispensing is greater than it was in 1925 or in 1920. In those years too, the younger doctor had a tendency to prescribe while the older men increasingly dispensed.

In short, when you ask a number of physicians whether they are dispensing more or less, you are obtaining information not as to the trend of the medical profession as a whole, but a comparison of the practice of each individual physician, compared to his practice five years ago.

Working along the same statistical lines, you might ask a group of people of varying ages: "Have you more gray hairs than you had five years ago?" At all ages the answer will be "yes,"

Safe, effective, ultraviolet equipment

*for the Patient's
home use...*



THE keenest interest is being displayed in light therapy by physician and layman alike. Thus it is becoming increasingly necessary when ultraviolet is indicated for physicians to guide their patients to a safe, reliable, *effective* ultraviolet lamp for home use.

Realizing the need for this type of an ultraviolet lamp for tonic purposes Hanovia has developed the Home Model Alpine Sun Lamp—a quartz mercury vapor arc of typical Hanovia efficiency—whose intensity is less than the medical Alpine Sun Lamp but which produces the proper amount of ultraviolet for tonic purposes.

The Home Model is simple to operate. A snap of a switch starts it. If desired, an automatic dosage control will stop it. It needs no adjustments—no replacements.

Physicians may recommend the Hanovia Home Model with utmost confidence in its tonic effect.

For full information upon either the Super Alpine Sun Lamp or the Home Model, send the coupon.

the Home Model
HANOVIA
Alpine Sun Lamp

Hanovia Chemical & Manufacturing Co.
Dept. PM-35 Newark, N. J.

Gentlemen:

Please send me full information regarding

- ☐ The home model Alpine Sun Lamp
☐ The Super Alpine Sun Lamp

Name

Address

City State

Divisional Branch Offices

Atlanta, Ga. Medical Arts Bldg.
Chicago, Ill. 30 N. Michigan Ave.
New York, N. Y. 30 Church St.
San Francisco, Cal. 230 Phelan Bldg.

but obviously the conclusion is not justified that the whole population is gradually becoming gray haired at twenty years of age.

Again, if you ask the average man over thirty, "Do you have more or less sickness than five years ago?"—I venture to predict his answer will be "more" and yet the sickness rate of the country as a whole is almost certainly decreasing.

As a matter of fact, it is impossible to find out whether dispensing or gray hairs or sickness are increasing or decreasing by any question to the individual on the "tendency". It is possible for him to judge only from his own individual case, or possibly from his acquaintances.

This is bound to be misleading. The doctor of fifty sees his colleagues growing more gray, with more aches and pains, and doing

more dispensing. This is all he knows. He has no possible way of estimating whether they are grayer, less healthy, and more prone to dispensing, than a group of 50-year-old M. D.'s in 1920.

There is, to my mind, only one way to answer the question: "Is dispensing on the increase?" And that is for MEDICAL ECONOMICS to run another questionnaire in 1935!

If at that time more than 23% of the doctors dispense exclusively, Q. E. D. In the meantime, I personally feel that the matter must be left with a Scotch verdict of "Not proved."

[To which the Editor replies: "We have marked January, 1935 on our calendar for another dispensing-prescribing survey—but we still feel that the indications are pretty much on the side of dispensing."]



Certification by Wire

Reported by Lawyer Hayward



IF a doubtful patient gives a physician a check, the physician wires the bank inquiring as to the standing of the check, and the bank wires back that the check "is good," the American Courts have ruled practically without exception that the bank is not bound to honor the check. The bank's telegram, in effect, means nothing more than this, "the check is good now, but we do not say that it will be good when presented."

On the other hand, if the bank wires back that the check will be paid, or honored, then the bank is bound to pay the check.

Now, reverse the situation a bit, and suppose that a physician gives a creditor a check for office supplies; the creditor refuses to ship until he has wired to the bank on which the check is drawn, and the bank wires back agree-

ing to honor the check. The supplies arrive, and the physician finds that they are not what he ordered, stops payment of the check, and the next day the check comes in for payment.

"We have your stop order, but we'd already wired that the check will be paid," the bank points out.

"Well, you'd better obey my instructions," the physician contends. The creditor sues the bank on the telegram, and collects.

Under these circumstances, can the bank compel the physician to "make good" the face of the check which the bank has been compelled to pay?

"You had no right to bind yourselves in advance to pay my check," the physician argues, and this contention sounds reasonable, but the Supreme Court of Kansas in a recent case reported in 236 Pacific Reporter, 828, ruled in favor of the bank.

THE NEW **KOMPAK** MODEL

Lifetime
Baumanometer
 STANDARD FOR BLOODPRESSURE

**PRICE - \$37.50**

Calibration: 260 mm

Size: $1\frac{5}{8}'' \times 3\frac{1}{8}'' \times 1\frac{5}{8}''$.

Weight: 30 oz.

Inflation System Self-contained.

Duralumin case with baked enamel edges.

Genuine Morocco grain leather.

Entire manometer unit chromium plated.

Individual nameplate cast in cover.

Table of clinical averages embossed in case.

Lifetime Guarantee against glass breakage.

Perpetual Guarantee for accuracy.

**SMALLEST
 LIGHTEST
 HANDIEST**

IF ~ ACCURACY
 PORTABILITY
 PERMANENCE
 SIMPLICITY
 RELIABILITY
 BEAUTY

ARE DESIRED—
 THEN YOU WILL
 HAVE THE NEW
KOMPAK
 MODEL LIFETIME
 BAUMANOMETER

YOU ARE INVITED TO INSPECT THIS MASTER INSTRUMENT

I would like to inspect a new **KOMPAK** model Lifetime Baumanometer.

Name

Address

Dealer

W. A. BAUM CO., Inc. 100 FIFTH AVENUE, NEW YORK



A financial digest by
Malcolm L. Hadden ..

All Quiet on the Business Front

THE January predictions of an emphatic revival of industry with the arrival of spring are apparently not being fulfilled. It is becoming more evident as each week passes that the failure of business to make a more rapid recovery is due to the world-wide extent of the reaction last summer.

The fall of prices of staple commodities has been even more serious to other countries, than it has to us. This is clearly demonstrated by the state of affairs in Great Britain. London, for over one hundred years, has been the focal point of a great trade, not only with her own overseas dominion, but also with the Orient, Latin America and Europe.

The pulse of world trade is still felt in London more certainly than anywhere else. The loss of purchasing power and the policies of enforced economy in all countries are naturally reflected in this country's trade and are a factor in the lessened activity in most of the industries as compared with a year ago.

The Bulletin of The National City Bank of New York in its recent discussion of current developments, has this to say:

THE state of general business has shown seasonal improvement during the past

month, although the steel industry, which made a fine recovery to February 15, has been on a declining scale of activity, reaching a fairly stable position in the second half of March. From a little above 80 per cent of present capacity for the whole industry at the former date, production had fallen to slightly under 75 per cent at the middle of March. Even so, production recently has been at the rate of slightly less than 50,000,000 tons a year, or larger than in any calendar year save 1929.

The decline in steel is not surprising, in view of the fact that that industry evidently had forged ahead of general business and that buyers are following an extremely cautious policy. None of the producers are operating except as needed to keep abreast of orders, and the United States Steel Corporation has shown a slight gain of orders on hand in each month of this year. Railway buying has eased off somewhat from the high volume of the preceding five months, and automobile buying has not yet shown a strong revival. These are the two most important elements in the situation. The demand from other sources is well sustained. Evidently the number of used cars in dealers' hands is a large influence in holding down

A CONVINCING TEST

No argument that we can make is as good as a clinical test in your own practice.

Physicians, in their private practice and hospital clinics, who have observed the therapeutic action of FARASTAN (Mono-Iodo-Cincho-phen) in the arthritic and neuritic syndrome, have reported an early relief of pain, increased motion and reduced swelling of joints in a high percentage of the cases treated.

We are anxious to have you make this test, because FARASTAN is producing such brilliant results in the hands of so many practitioners that you should find it of value in your practice.

Let us send you a regular size box to start this test and with it full literature on the product.

The Laboratories of

THE FARASTAN COMPANY

137 South 11th Street,

Philadelphia, Penna.

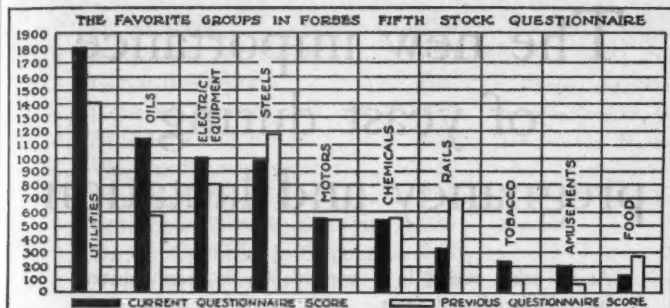
REG. U.S.

FARASTAN

PAT. OFF.

MONO-IODO-CINCHOPHEN

PATENT APPLIED FOR



This chart shows the results of a questionnaire sent by Forbes Magazine to one thousand high business executives on expected market appreciation in stocks.

Published through the courtesy of Forbes Magazine.

automobile sales. If the companies were taking trade-ins as freely as in past years the volume of sales would be much larger than it is, but they are obliged to restrict that class of business on account of the difficulty in disposing of used cars. Probably the unemployment situation is a factor, as wage earners are large buyers of these cars.

An outstanding development is the sharp drop that has taken place in interest rates, marking the end of a period of credit strain and bringing rates to the lowest point in several years. The factors responsible for this striking change are taken up in our discussion of the banking situation, but in its bearing on general business conditions the advent of really cheap money has been widely heralded, and rightly so, as the most important and promising feature in the general situation. That cheap money is a tonic for the recuperation of business has been proven by long experience. It works in a variety of ways, by encouraging commercial enterprise, new building construction, public utility, railroad and municipal projects and the stock and bond markets, includ-

ing the sale of foreign bonds, which assist the financing of our export trade.



The Guaranty Trust Company of New York, in their last report on business and financial conditions, feel that the depth of the depression has probably been reached, but its width has not yet been clearly demonstrated. However, while conceding the fact that spring business will not equal that of last year or probably that of 1928, they do see certain constructive factors visible on the business horizon, despite the relative inactivity of the automobile and steel industries, falling commodity prices and unemployment.



I quote from their bulletin, the Guaranty Survey:

YET, in spite of these deterrent factors, there are important constructive influences at work in the situation which seem certain sooner or later to dominate. First, and most important, is the ease of money and the

The new importance of yeast during pregnancy and lactation

At no other period in a woman's life is there greater need for irradiated yeast.

Antirachitic: This readily available food now provides a dependable source of the antirachitic vitamin D, one cake of Fleischmann's Yeast in its new irradiated form being equivalent in vitamin D potency to one teaspoonful of standard cod liver oil. Irradiated yeast does not vary in potency. It aids the digestion and assimilation of food.

Anti-neuritic: Clinical tests have established the newly discovered value of the anti-neuritic vitamin B in enriching mothers' milk. The necessity of vitamin B in promoting normal growth of the child is well-known. Fleischmann's Yeast contains vitamin B in abundance and has been used successfully in combating many cases of vitamin B deficiency.

Safely laxative: Fresh yeast, long and favorably known as a reliable and safe laxative, has many points of superiority for the expectant or nursing mother. It can be eaten regularly without the slightest danger of establishing a habit. It is in no way irritating or drastic. Fresh yeast suppresses harmful intestinal bacteria, stimulates peristalsis and promotes regular, complete elimination.

Address Dept. Y-V-5 Fleischmann's Yeast — Standard Brands Incorporated, 595 Madison Ave., N. Y. C.

[Fleischmann's Yeast is antirachitically activated by the Steenbock process under license from the Wisconsin Alumni Research Foundation.]

FLEISCHMANN'S YEAST — NOW IRRADIATED

© 1939, Standard Brands Incorporated

1. U. S. Steel.....	790
2. American Tel. & Tel.....	650
3. General Electric.....	620
4. General Motors	470
5. Standard Oil of N. J.....	350
6. Westinghouse Electric.....	310
7. Standard Oil of Indiana.....	280
8. Columbia Gas & Electric.....	230
9. Union Carbide & Carbon.....	210
10. North American.....	190

These are the winning stocks in the Forbes Magazine questionnaire to one thousand executives.

soundness of our credit situation. The recent action of the Federal Reserve banks in lowering rediscount rates clearly establishes the trend. It is difficult to obtain exact figures in regard to unemployment, but it seems probable that its low levels have been reached and recovery has already begun. With the usual seasonal activity at hand, this problem should disappear in its virulent form within the next sixty days. The recently reported increase in public savings and the large income tax receipts this month are distinctly favorable in their implications. Reports from the various parts of the country indicate an improvement in both wholesale and retail trade and some definite increase in building construction, although the latter is still far below last year's levels. It is expected that, with the approach of the Easter season, renewed activities in these fields will definitely raise the business barometer.

At present, such indices of business as freight car loadings, bank clearings, export trade volume, and steel production are not encouraging on their face; and yet the economic needs of 120,000,000 people must still be met, and with the processes of readjustment through which we are now going reasonably well completed, a definite move forward may be expected. Whether this will be delayed until mid-summer

or even until the autumn is not clear; but that the problem involved is purely one of time, and not of direction, appears certain.



Regarding the unemployment situation, the Guaranty Survey has the following interesting comments:

AS is usually the case in periods of industrial slackness, unemployment has received a major share of public attention. Since unemployment at any time represents a serious problem which, in the very nature of things, calls for the most earnest consideration and efforts at betterment, it is important that its nature and causes should not be misunderstood. The present unemployment should not be too closely associated with the recession in business during the last nine months, because it is by no means entirely due to that recession. It has been more or less chronic in the United States, as well as abroad, for several years, even at times of great industrial activity. The principle reason for this situation seems to be the swift mechanization of industry that has occurred during the last decade, whereby mechanical power has been substituted for human effort.

The unemployment problem,
(Turn to page 77)

MILK is both a Great Food and a Great Danger!

Retain the Great Food—

Eliminate the Danger!

Prescribe DRYCO — The Safe Milk

1. No danger of milk-borne typhoid!
2. No danger of milk-borne sore-throat!
3. No danger of milk-borne scarlet fever!
4. No danger of milk-borne diphtheria!
5. No danger of milk-borne tuberculosis!
6. No danger of milk-borne undulant fever!

**Dryco Is Free From
All Pathogenic Bacteria!**



Let us send clinical data and samples of this milk
Pin this to your Rx blank or letterhead and mail

THE DRY MILK COMPANY, Inc.

205 East 42nd Street

New York, N. Y.

Who Pays the Check!

Situations where the maker of raised paper may be held liable
for subsequent alterations

By Ross Dudley

DR. BLANK, can I get a check for this?"

The doctor glanced up and saw one of the boys who worked for a nearby printing establishment, holding a bill for \$25 for a quantity of letterheads and envelopes that he had had printed the month before.

"Surely," Dr. Blank, writing out a check, substantially as follows:

X City.
Pay to the order of B Printing Company.....\$25 |
Twenty-five
To C. Bank
X City Dr. John Blank.

The owner of the B Printing Company endorsed it to a third party, and it subsequently passed through several hands before it arrived at the C. Bank. When it reached the bank, it looked like this:

X City.
Pay to the order of B Printing Company.....\$2500|
Twenty-five Hundred.....
To C. Bank
X City Dr. John Blank.

The physician did not have \$2500 in the bank so payment was refused. The holder of the check brought suit, claiming that he was an innocent third party who had purchased the check in the usual course of business and had no notice of the raising of the amount. He further contended that Dr. Blank by carelessly leaving unfilled space after the figures "\$25" and after the words "Twenty-five," was liable because of negligence which allowed the check to be raised.

Can the doctor be held for the \$2500?

The rule adopted by the Federal courts and the majority of the state courts is that A. is not liable for the raised amount. In a case involving similar facts, the United States Circuit Court—58 Federal 140—said:

"When a maker has issued a draft or check, complete in itself, but in such form as to be easily altered by a third person and then bought by an innocent purchaser, it is not negligence but the crime of the forger that is the approximate cause. Forgery and consequent loss cannot be said to be the natural or probable consequence of issuing a negotiable instrument carelessly drawn. The altered contract is not his contract."

A few states follow the opposite rule. Though you can generally escape liability on a raised check, leaving unfilled spaces after the amount is a decidedly poor practice. In order to avoid litigation and any possible loss, always fill in the space following the words and figures by drawing heavy lines, if you do not use a check protector. Do not write checks in pencil.

There is another situation under which the maker of a check is held liable for the full amount of the check. That is when he leaves the amount blank for an agent to fill in. If you sign a check and tell your clerk or some other person to fill it in for a certain amount and he fills it in for an excessive amount, if the check gets into the hands of an innocent purchaser, you are liable for the amount of the check on the theory that the agent had implied authority to fill in the blanks.

(Turn the Page)

ARTHRITIS *and* Rheumatoid Conditions

After the removal of infected foci there are various useful measures that the physician may take in treating arthritis and rheumatoid conditions generally. The effectiveness of such measures—physio-therapy, baking, massaging, etc.—will be greatly enhanced by the oral administration of

OXO-ATE "B"

(Calcium Ortho-Iodoxybenzoate)

OXO-ATE "B" usually reduces swelling and muscle spasm sufficiently to enable the patient to continue his daily work. Its ingestion is seldom followed by any unpleasant reaction.

Analgesic for Rheumatic Pains

In addition to its curative value, OXO-ATE "B" has a wide field of usefulness as an analgesic and palliative in arthritis and many ill-defined conditions which are loosely grouped under such terms as "lumbago", "rheumatism", etc.



Owing to its steady increasing demand, OXO-ATE "B" has been REDUCED IN PRICE to such an extent that the cost to the patient for a course of treatment is now less than one dollar a week.

In Bottles containing 24 half-gram capsules
(Four weeks' treatment)

Samples and literature upon request

SMITH, KLINE & FRENCH LABORATORIES

Department F

Philadelphia,

Pennsylvania

Established 1841

CONFIDENCE

When treating many ill-defined pathologic conditions such as neurasthenia, nervous debility and mental strain, one of the first aims of the physician is to inspire confidence in his patient. At the same time he needs a preparation that merits his own confidence.

ESKAY'S NEURO PHOSPHATES

has proven itself worthy of such confidence from both the clinical and pharmacological viewpoint. Moreover its manufacturers have made it their ideal never to betray that confidence, and Neuro Phosphates remains today a high grade, ethical preparation, advertised only to the physician.

Eight and Sixteen Ounce Bottles

SMITH, KLINE & FRENCH
LABORATORIES

Established 1841

105 N. 5th St., Philadelphia, Pa.

*Manufacturers of ESKAY'S FOOD
OXO-ATE and OXO-ATE "B"*

Here is a Calcium —

*Immediately assimilable
with the taste of chocolate*

and that makes "medicine time" a treat, important when your patient is rather young.

The therapeutic agents in Olajen are present in this radically different vehicle (resembling a creamy peppermint chocolate) in colloidal dispersion—important for you, because

Clinical results and the rapid improvement of patients placed on Olajen show definitely that absorption and utilization of its constituents take place very rapidly and effectively.

Olajen

TRADE MARK REGISTERED

COLLOIDAL

renders valuable aid as a reconstituent and builder in MALNUTRITION, SIMPLE AND SECONDARY ANEMIAS, CONVALESCENCE, IN CONDITIONS CHARACTERIZED BY CALCIUM AND IRON DEFICIENCY.

It has given excellent clinical results as an adjunct in the treatment of

INFECTIONS OF THE RESPIRATORY TRACT SUCH AS BRONCHITIS, GRIPPE, COLDS, etc.



You will want to try the full sized jar offered for the acid test of your own practice. Use the Coupon.

OLAJEN, Inc.

451 W. 30TH STREET
New York City

OLAJEN, Inc.

451 West 30th Street, New York City

You may send me free of charge a full sized jar of Olajen for use in my practice.

M. D.

Street

City and State

OLAJEN CONTAINS:

Calcium lactate12 gr.
Iron phosphate12 gr.
Sodium phosphate12 gr.
Potassium Bi-Tartrate	12 gr.
Lecithin4½ gr.

in a colloidal pleasantly flavored chocolate vehicle of marked nutritive value.

Every doctor should have a printed check book and pay his bills by check. It is the best receipt possible. Endorse on the check what it is for, as this generally eliminates any argument as to whether a certain item, invoice or statement has been paid. Should the matter go to court, the check is a valuable document in supporting your side of the case.



[When payment-in-full holds in law.]

DR. A. owed a certain surgical supply company \$850. The creditor threatened to file involuntary bankruptcy proceedings against him if their account was not settled in full by the 10th of the month. Dr. A. collected \$600 in cash and offered to pay it to the surgical supply company if they would accept it in full payment of the account. The creditor accepted, received the \$600 and gave A, a receipt in full.

Two years later A had prospered. His bills were paid up and he had a thousand dollars in the bank. One day the bank notified him that his account had been garnisheed by the surgical supply house whose receipt A held marked "Paid in Full." The concern was suing for the balance of \$250. A retained an attorney and the case went to trial. The trial judge promptly gave the surgical supply a judgment for \$250 and court costs, holding that a payment of \$600 was not full settlement for an \$850 debt regardless of the receipt, as there was no consideration for the unpaid balance.

In a recent Texas case, 297 SW 1059, the Supreme Court of that state said: "The old common law rule that payment and acceptance of a sum of money

less than the liquidated amount of indebtedness due, in full satisfaction of the debt, is without consideration and does not bar the creditor's suit to recover the balance, has been the subject of a great many opinions by the courts of this country and England since the famous Pinnel Case in 1602 in which Lord Coke announced the rule that payment and acceptance of a sum of money less than the liquidated amount of indebtedness due is without consideration and does not bar the creditor from recovering the balance."

As Lord Coke's rule is generally followed today, how can a party make a compromise settlement with a creditor or creditors, so that it will be a bar to future actions for the balance?

If the settlement is to be made with two or more creditors, the better way is to have a written agreement, known as a composition with creditors, drawn up, providing that each of the signing creditors, in consideration of the other creditors agreeing to accept a smaller sum than is actually due, agrees to accept a certain specified pro rata or designated sum. The courts uphold this kind of settlement between two or more creditors and the debtor on the theory that the promise of one creditor to the other creditor and their mutual acceptance of the smaller sum, is sufficient consideration.

If settling with only one creditor, it is necessary to give some independent consideration in addition to the money paid, if the smaller payment is to be legally good for the larger amount. Thus, the giving of a fountain pen, watch, or some other article of merchandise, in addition to the smaller sum, is generally upheld as good consideration for the balance, as the courts do not inquire into the value of the article.



THE "small boat" men who go after the codfish close to shore come in with their catch every day. Then the Patch plants reap their harvest of the vitamin A and D bearing livers.

These plants are dotted along the coast line from Cape Cod to Newfoundland. So they make oil from fresh livers of fresh codfish, brought in by the "handliners" as the codfish season swings north and south.

The efforts of these Patch workers augment the work of the men making oil on the deep sea boats, so that you, doctor, may have at your disposal Patch's Flavored Cod Liver Oil with its typical palatability, its richness in both the vitamins A and D which have served you so well for many years.

Abundant clinical experience points to the value of the combined vitamins A and D in stepping up resistance and building up energy in addition to the antirachitic factor.

Patch's Flavored Cod Liver Oil presents these vitamins in standardized dosage and in a very palatable form.



PATCH'S
Flavored
Cod Liver Oil

THE
E. L. PATCH
COMPANY
Boston Mass.

THE E. L. PATCH CO.,
Stonham 80, Dept. M. E. 5
Boston, Mass.

Gentlemen: Please send me a sample of Patch's
Flavored Cod Liver Oil and literature.

Dr.

Address

Leaves from the Diary of a Physician's Wife

Continued from Page 29

please to hurry, for he's crying awful."

Curiosity as much as professional interest took Bob to that call at once. He found that Eddie, eleven months old, had "walked down stairs" in his patent *baby walker*. Awfully banged up, poor kid—but apparently no bones broken.

July 20

Bob was called out in the middle of the night to find a young fellow lying on the floor of this home in a stupor. One whiff of his breath told the story. Poor Mrs. McG.'s only boy had come staggering home from a party where they must have served "chicken hooch"—so called, Bob says, because "one drink and you lay."

July 23

Gloom, wrath, tragedy hang over the household! Bob went off this afternoon to make a call at the other end of town. He wanted me to go with him; but I stayed home and kept cool and comfortable.

When Bob came tripping out of the house to come home he saw that someone had scribbled with yellow chalk all over the side of the car. He was so mad he could have cried (I really did cry when he told me about it.)

He grabbed a couple of nearby kids (of course they swore they hadn't done it) and made them clean off the chalk marks. The whole street jeered and hooted, and a fat old woman on the stoop of the very house the doctor had been in shook with toothless laughter. But people like that have no appreciation of property rights. *They* never owned a Ford, even with a chattel mortgage on it. Now our new car has three ugly scars along her side that she will carry for the rest of her life.

July 26

On dispensary days Bob has

to gobble down his food and run. So we certainly appreciate the non-dispensary days, when there's a chance that he can enjoy a leisurely luncheon. Today he waxed eloquent on the subject of other men's patients. Dr. V must spoil his people frightfully—they're so fussy and exacting.

One old chronic is a particular pest, and Bob dreads his weekly call on her. He says she "hangs on to the doctor like a sailor to an upset dory"—I hope not literally! He has a job getting away from her.

Then there's the one who talks all the time Bob is writing a prescription, and interrupts his directions to ask irrelevant questions. Invariably she calls up later to verify what she *thinks* he told her to do; and Bob has to tell her all over again.

I can't see why patients won't understand that their job is to answer questions rather than to ask them, and that remarks, even relevant ones, made to the doctor while he is deciding a diagnosis, or working out a line of treatment, or writing down a prescription, must of necessity interrupt the doctor's train of thought, to the detriment of the patients' welfare. If patients realized that, maybe they would stop talking and listen.

July 28

Bob spent twenty-five minutes on one patient tonight, gave him a careful examination, outlined his diet, and advised correct health habits. And then the man kicked because the doctor didn't give him a prescription. "Talk is cheap, Doc. Don't I get some medicine to take?"

Many seem to find comfort in substituting three pills a day for common sense and a troublesome obedience to strict rules of diet, proper exercise and personal hygiene.

Professional

II

WE shall now consider certain particular problems which arise under the general topic of fees and charges.

A "retaining" fee is one which is paid to a professional man in anticipation of future demands on his services. The various professions present different situations in regard to the "retainer." Thus I may retain the services of a physician by periodically paying him a stated amount except when some member of the family is ill. The fee is paid to safeguard the person or family

against illness, and discourages any effort on the part of the physician to discover or prolong illness.

Again, I may retain the services of a lawyer, or a real estate broker, or an engineer, by paying each a stated amount periodically; with the understanding that preferential services are to be granted me when I desire them, said additional services to be separately paid for. Professional men are always in a position to accept cases adverse to such clients as come to them only intermittently, but the retainer virtually prevents a lawyer, broker,



FEES . . .

By Carl F.
Taeusch

"The custom of distributing clothing, or the serving of meals free at holiday time, virtually raises the clothier and the restaurateur to the dignity of professional men generously and freely providing gratuitous or charitable service."

or engineer from accepting cases which are adverse to the interests of the person paying the retainer.

Even so the practice can easily be defended. To begin with the retainer stabilizes the income of the professional man, a desirable result. Furthermore, it recognizes the principle of services, "as rendered," in that it is not measured by results but takes into account the potentials of professional services; such peace of mind which the client or patient receives may be a consideration, but to attempt to measure this would introduce many possible errors.

Another type of professional charge is the "contingent fee." This type is almost exclusively peculiar to the legal profession, practically no other profession employing it. It consists in the promise of a client to pay the lawyer a certain part of the matter under litigation. Thus a disappointed heir may approach a lawyer with this proposition: "I have not received as much under the will as I expected; sue for more and I shall pay you one-third of the additional amount you secure for me."

It is to be noted that the same sort of litigation if initiated by the lawyer is entitled "maintenance" and is discountenanced by the legal profession. The American Bar has, however, recognized the contingent fee as legitimate and ethical. Daniel Webster was one of the first to practice under

such conditions and his name has made respectable what in England is regarded as indefensible and unethical conduct.

"The contingent fee is, in my view," says Charles A. Boston, "the chief wedge which has tended to break down the honorable traditions of the legal profession." Instances may be cited where the court ruled that a contingent fee of as much as fifty per cent. of the amount involved was permissible.

What is a lawyer to do when approached by a poor man who thinks he has a legitimate claim to property now possessed by others? If the cause appears just and reasonable to the lawyer, he should accept it; if not, he will be interested in discouraging it. The contingent fee might encourage him to institute an unfair suit. If he accepts the case after deciding that it is a justifiable one, he is obligated by his professional code to exert himself in behalf of his client with diligence and loyalty. If he loses the case he receives no less than if he had entered into a contract for a contingent fee. If he wins, he is entitled to a just fee and can collect it by law if necessary.

If he had induced his client to enter a contract to pay a fee contingent on the success of the suit, the likelihood is that the amount

(Turn to page 65)

From the author's book "Professional and Business Ethics," published by Henry Holt Company.

Instead of "Bicarb"

Try
The New Colloidal
way of Treating
Acid Stomach



Form this acid
adsorbing gel in
the stomachs of
your hyperacid
cases.

ALUCOL

(COLLOIDAL HYDROXIDE OF ALUMINUM)

*Physicians interested in antacid therapy should
write at once for full literature and supply of
Alucol for clinical test. Use Coupon Below.*

THE WANDER COMPANY,
180 No. Michigan Ave.,
Chicago, Ill.

Dept. M. E. 5

Please send me, without obligation, a container of ALUCOL
for clinical test, and brochure on "The New Colloidal Antacid."

Dr.

Address.....

City..... State.....

Brow-heat

An Editorial by H. Sheridan Baker

MY inclination right now is to fill these couple of pages with something light and satirical about springtime and budding leaves, something that would skip playfully through to an O. O. McIntyre finish, working in somewhere an imitation of Ring Lardner—and I might even essay a cutting observation or two in the style of Will Rogers. In fact, an even stronger inclination is not to write anything at all and to go out through the fields and woods and smell the breath of May in the New Jersey hills.

I am not sure that the second idea wouldn't be the best after all. Here we are most of us straining and thrashing around with one medical problem after another, either scientific or economic, unhappy unless we are doing something in the name of progress. Some of us write about problems, and some of us read about problems, and a good many of us do both. No one has yet suggested taking a month's moratorium on problems. If we could only forget to write about anything serious for that length of time, then there would certainly be no problems left to read about. A general straightening out of brow-furrows might be the best prescription the medical profession could administer itself.

What is consistent in telling our patients not to worry and to take a pleasanter view of life, and then, as soon as the outer door closes, wrinkling our hoary pates in desperation over the future of medicine? We might well repeat to ourselves the same moral that we hand out over our consultation desk, namely, that no good comes of worrying, and that things are never so bad as they seem, as well as the old proverb about crossing bridges before one reaches them.

We are fond of contrasting our tribulations with the rosy paths in various fields of endeavor. Let us make some comparisons from the opposite point of view. If we read the legal journals, we find that the field of law is desperately overcrowded, that thousands of young men with eight years of university training are doing any sort of clerical or menial tasks to keep body and soul together. We find bar associations arbitrarily failing other thousands in their ex-

aminations, trying by this measure to relieve the situation a little among the men already in practice. We hear of the "ambulance chasing" evil, of graft, corruption, criminality, exploitation—of the worst kind of gouging, of abuse of justice, and of evils of which I cannot even think.

In the field of architecture, we find a building slump. One building to an architect is like a township full of patients to a physician. A depression in business may stop construction, but it does not overnight do away with all sickness. In medicine we may coast down the grade a bit, but we do not fall off a cliff.

A sudden shift of public whims may throw an entire industry out of gear. A change in methods may scrap millions of dollars worth of machinery. No such price is attached to a change of technique in medicine. By our very individualism we are protected against rapid obsolescence either in ideas or equipment.

In the field of commerce there arises the great wail of mergers, cut-price competition, chain stores, mail-order selling, lowered buying power, and overstocked shelves. Yes, and even poor collections. Unless our sense of protection is sadly warped, our own problems must seem small by comparison!

If I were to finish this off in true Pollyana spirit, I could enumerate a number of good things that physicians have to be thankful for. The most important in my mind right at the moment is our ability to go out during the light of day and drive quietly through the woods and fields and think of nothing in particular, least of all of medicine.

I know of no better ointment for the furrowed brow of care than a country road in May (provided one is not hurrying to a confinement) and I recommend that you try the prescription.

The only reason I am not out there myself is the fact that I have to write this editorial.



"FAT, CARBOHYDRATE, PROTEIN,
-WHICH OF THESE ELEMENTS
SHOULD SUPPLY MOST
CALORIES IN AN INFANT'S
DIET PROFESSOR?"

"THE NORMAL AMOUNT OF
MILK FAT IN WOMAN'S
MILK FURNISHES HALF
THE TOTAL CALORIES IN
THE DIET OF THE NURSING
INFANT, THAT IS THE LAW
OF NATURE HENRY!"



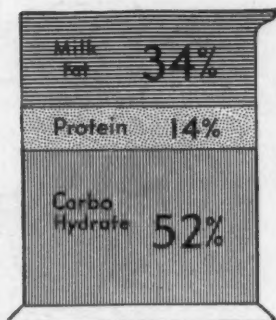
"The milk fat content in LACTOGEN
supplies 45% of the total caloric needs of
the infant—Doctor!"

The Milk Fat Content 45% of the Total Caloric

Cow's Milk
Percentage of
total calories

*Formula for
a 3 months old infant,
made up as follows:*

Cow's Milk	20 oz.
Water	15 oz.
Usual Added Carbohydrate	1.5 oz.

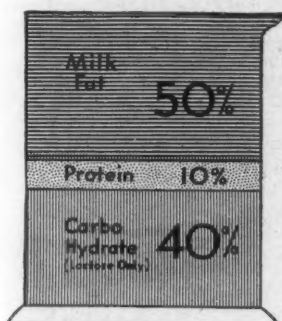


"The normal amount of fat in woman's milk averages between 3 and 4 per cent; and this furnishes approximately half the total calories in the diet of the nursing infant. This cannot be without significance. It seems hardly conceivable that so much fat would be supplied by nature if the only specific purpose of the fat were to furnish vitamin A. The nursing infant usually receives during the early weeks as much as 20 grams of fat daily. This total increases by the seventh month up to an average of 40 grams daily. This represents about 4 grams per kilo. of body weight. Nothing is more characteristic in the nutrition of the nursing infant than the facility with which this amount of fat is taken and utilized. Nothing certainly contributes so much to firm tissues and the appearance of perfect health as this."

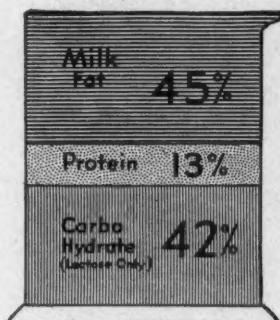
*L. Emmett Holt, M. D., LL. D.,
"Food, Health and Growth," page 115.*

in LACTOGEN Supplies Needs of the Infant

Woman's Milk
Percentage of
total calories



Lactogen
Percentage of
total calories



Lactogen is milk, and nothing but fresh milk from *tuberculin-tested* cows; modified to simulate human milk naturally, physically, chemically, and nutritively.

Literature and samples gladly sent on receipt of professional blank. Send in coupon or address

LACTOGEN DEPARTMENT 17-L-5

NESTLÉ'S FOOD COMPANY, Inc.
2 Lafayette Street New York, N. Y.

Nestlé's Food Co., Lactogen Dept. 17-L-5
2 Lafayette St., New York City

Please send me, without charge or obligation, complete information on Lactogen, together with samples.

Name.....

Address.....

City.....State.....

"Speaking FRANKLY"

Finance

To the Editor:
I have just read the 28th and last article by Merryle Stanley Rukeyser, to be published in your invaluable little journal. I regret very much that that these helpful articles are not to appear in the future numbers. They constituted a liberal education in finance and investments, and gave sound advice on business, all in a style that was clear, concise, and to the point. For which, as a reader of MEDICAL ECONOMICS, I wish to thank you. —H. T. M.

[So many letters expressing the same sentiment have been received, that Mr. Rukeyser's articles are to be resumed. See Page 24 of this issue.]

Staff

To the Editor:
I have been a constant reader of MEDICAL ECONOMICS since the first issue. It would be of considerable interest to me to have the following question discussed: "Why has a physician in good standing difficulty in entering his patients in a hospital, if he is not a member of the Hospital Staff?" Unless I call a staff physician in consultation, it has frequently been my experience to be told by the hospital that they have no vacant beds, after looking over the accredited list of physicians and not finding my name.

Will you not give this question your consideration? I am sure it is of vital interest to physicians not on the hospital staff.

—H. H.

Druggist

To the Editor:
I have been for some time a fond reader of MEDICAL ECONOMICS, and can say that I get more fine points out of its pages than from any business magazine I have ever had the pleasure to read.

I have been practicing medicine for 15 years, long enough to see a situation gradually develop where counter-prescribing is indulged in by nearly every druggist, and especially by the big chain drug stores that are not drug stores at all.

In a local hospital there is a young man 28 years old with pulmonary tuberculosis. Before I was called to see him he was taking a patent medicine prescribed by the prescription clerk at the largest chain store in the city. Only when the patient became unable to walk was a physician called. Yet the State Laws are supposed to prohibit practicing medicine without a license.

Time and again the patient is given a prescription to fill, and receives not the prescription but something "near enough". Then when the patient doesn't get the proper results he blames the physician and not the pharmacist.

I, for one, have decided to equip a room next to my office and begin dispensing. Then I shall know that my medicines are made up properly.

—G. E. J.

Contract

To the Editor:
I have been reading your series on "Collection Pitfalls". Keep on hammering away at the idea that members of our profession should refrain—always and invariably—from signing anything, or permitting their secretaries to sign anything, whether it looks like a contract or not, offered to them by the representative of any agency until they have submitted that contract to their own personal attorney, and have investigated the responsible individual back of the agency.

If you can drive home that idea, you will have accomplished

... what the readers think

something worth while for our day and generation.

But I am not too optimistic. There is always a considerable proportion of our profession who will never have the sense which an all-wise Providence is presumed to have given geese—as evidenced by the fact that high-powered-quick-turnover salesmen continue to sell them hopeless propositions on which they cannot possibly win.

—G. F.

Regret

To the Editor:
One of the feature articles in MEDICAL ECONOMICS I have always looked forward to reading during the past few months has been "The Doctor and His Investments", by Merryle Stanley Rukeyser. In reading the March number, I regret to learn that they are to be discontinued. I am writing this to express my appreciation, and my sorrow at their loss.

—J. H. S.

[See Page 24 of this issue.]

Radio

To the Editor:
Will you kindly transmit a message to A. E. S., whose letter was in "Speaking Frankly" in March MEDICAL ECONOMICS?

That message is that there has been discovered a method whereby the symptomatology of homoeopathic remedies can be interpreted into the actual affinity which they have for the patient being studied. This is done, not by the physician's personal, variable judgment, but by a process of Natural Radio.

Full descriptions of this method have been published in the Homoeopathic World, issue of Dec., 1929, and of March, 1930. An explanation of the philosophy underlying this phenomenon will probably appear in a later issue

of The World, which is published at 12a, Warwick Lane, E.C. 4, London, England.

—M. L. S.

[The Editor knows next to nothing about Natural Radio, but inasmuch as the writer of the above message is evidently a physician, it is printed as requested.]

Laity

To the Editor:
Just a few words expressing my opinion about the campaigns the large pharmaceutical houses are putting in the lay magazines. Some of these houses advertise preparations to the medical profession, asking them to prescribe them, and then turn around and advertise the same preparation to the laity, advising them to go to the drug store and doctor themselves.

This, combined with the various health programs, vaccination work, and other activities, all tend to throw the medical profession out of future work and means of livelihood.

Has the medical profession ever figured out the amount of money they have lost through this kind of thing? Is it fair to ourselves to allow this, and still to perform the great amount of charity work we are called upon to do by individuals and organizations? Please don't publish my name or initials.

Quirk

To the Editor:
I have been trying for a long time to diagnose that mental quirk of the mass mind which makes people so willing to spend freely for things other than good health.

I heard recently of a patient who became acutely sick, and had to call (for the first time) a physician. The patient's husband complained bitterly because

6,737 DOCTORS

have mailed the coupon below
to me—won't YOU please?

I'VE invited doctors, through the Medical press, to give their families an opportunity to know Hires Root Beer. To taste its delicious flavor. To compare it with other beverages. To realize it costs but 1½¢ a bottle to make—compared to the usual price of 10¢ to 20¢ for other bottled beverages.

My invitation has been quickly and widely accepted. But I would be glad to send out several times as many full size bottles of Hires Root Beer Extract.



Your wife will find it so easy to make 40 bottles of Hires Root Beer—She just adds water, sugar and yeast to the bottle of our Extract.

Once you and your family and friends try Hires Root Beer (or our newer offering, Hires Ginger Beer) you'll all appreciate the superiority of these home-made beverages—so delicious, so pure, so economical.



Hires Root Beer Extract contains the percolated juice of roots, herbs, barks and berries. It is utterly pure—free from habit-forming drugs, artificial color and flavor.

I invite every doctor who reads this magazine to tear out the coupon below and mail it to me.

The Charles E. Hires Company,
Dept. M.
Philadelphia, Pa.

6-5-30

Kindly send free bottle of Hires Extract.

Name

Street

City State

C. Hires

President

THE CHARLES E. HIRES
COMPANY

Philadelphia, Pa.

they were charged \$5.00 for the visit. But they had just purchased \$400.00 worth of new furniture and a radio for \$165.00.

I think the public point of view concerning preventive medicine needs to be completely changed. Those Parke-Davis advertisements are a step forward in medical history. If organized medicine would keep before the public the necessity for periodic health examinations, both the public and the doctors would profit. Looking at the subject with common sense, "it pays to advertise"—for health's sake!

More power to MEDICAL ECONOMICS, and its educational principals.

—M. S. R.

Schools

To the Editor:
Let me compliment you on your magazine. I read it each month with great interest. It certainly is every bit as essential to the successful

practice of medicine as any scientific magazine, and deals with subjects and problems which are not, but should be taught in every medical school.

—P. M. P.

Warning

To the Editor:
In your February and March issues, you have timely articles on "Collection Pitfalls." I hope these articles will reach every physician in the country, for we all need the warning.

—E. C. W.

[The series is continued in April and succeeding issues.]

Trial

To the Editor:
I appreciate your articles about collection agencies. I am just now having trouble with an organization of the kind you describe. They claim they are going to sue me, and I have invited them to do so. If they make good their threat, I will certainly demand a jury trial.

—J. W. E.



Professional Fees . . .

Cont. from Page 55

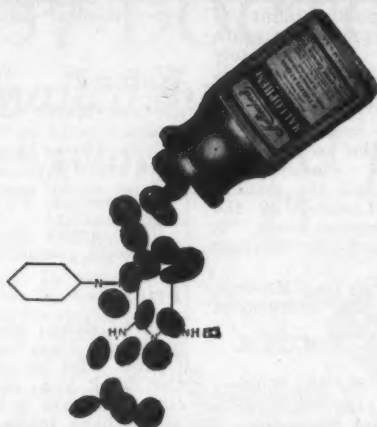
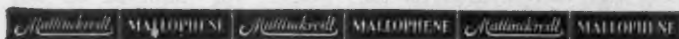
stipulated would be more than would be regarded as a just charge. The "contingent fee," in brief, is a euphemistic term whereby the basis of professional charges is shifted from "fairness" to "contractually arranged"; by which the lawyer is enabled to charge more than professional decency would countenance.

To emphasize the "risk" involved as a pretext for the largeness of the fee is to forget that this element of risk enters into all professional relations. No professional man can ethically assure himself of a certain fee before accepting a particular case; his first obligation is to perform necessary services. The risk which he assumes in every case is to be compensated for by the in-

clusion of just such overhead charges in all of his professional fees.

It is this very situation which entitles a professional man to charge more than is patently explainable. To employ in addition the "contingent fee" is to remove the very reason he has for charging relatively higher prices for his services than is permitted to day laborers. It resolves itself to the phrase, "Heads I win, tails you lose: my ordinary charges are high because of the risks I run in other cases; the risks I run in the 'other' cases must be compensated for by extraordinarily attractive gambling fees."

The situation is not unknown to the medical profession, although the details are not identical. The diagnosis of a patient



Mallophene

ORALLY ADMINISTERED, Mallophene is largely eliminated via the urine to which it imparts an orange red color. The continuous descending antiseptic medication of Mallophene is the logical way to sweep out infections already present in the urinary tract and to prevent external infections from rising.

MALLINCKRODT CHEMICAL WORKS

Makers of the Finest in Medicinal Products Since 1867

St. Louis

Philadelphia

Montreal

New York

USE THIS COUPON

MALLINCKRODT CHEMICAL WORKS

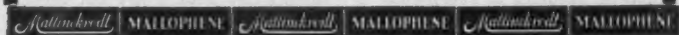
Dept. 21
St. Louis, Mo.

Please send full information about Mallophene.

Name M. D.

Address

City State.....



may warrant the advice to undergo a major operation. Strictly professional standards would require any surgeon to whom the patient goes or whom the diagnostician recommends, to perform the operation. What frequently happens, however, is that the patient is told how much the charges for the operation will be, the decision being left with him whether he shall pay this amount and risk cure or relief, or not undergo the operation and trust to other methods or accept pain or death as alternatives.

This situation is fundamentally indefensible. It again runs afoul of the major consideration involved in professional charges, that the payment for particular services should not be regarded as of prior consideration to the rendering of such services.

Many objections may be raised to the position insisted on here. "Why not have a definite understanding with the client or the patient as to the charges which he will be expected to pay?" Are lawyers and doctors themselves ready to publish these charges or the rules governing them so that all who wish may discover them?

Doesn't this fine-sounding phrase "definite understanding" refer to a most indefinite state of affairs, differing for each individual lawyer or client, doctor or patient? Why wouldn't the arrangement be fair if the schedule of rates were published, any question as to the ability to pay the bill being a matter to be decided by the facts as presented by client or patient to a group of the legal or medical profession?

It is in this sense that Mr. Ford's hospital is run on a vicious principle. Unless every case is accepted on the basis of the need for physical attention, one of the most practical contributions to social ethics—the charity case—will be lost to civilization. And once Mr. Ford's hospital accepts this principle, it will be necessary to increase the scheduled rates in order to take care of the overhead due to charity cases.

All questions in regard to the ability of the patient to pay will thus become justifiable, permitting of adjustments on the basis of partial payment for services as rendered. Most people are self-respecting and will pay the scheduled rates even though this calls for considerable financial sacrifice.

It should not be left, however, to the medical man to dictate terms or to decide on the ability of the patient to pay. If such an authority be granted any professional man, he virtually becomes a social dictator. Even if only a minority of a profession are unscrupulous, this is sufficiently bad to warrant another and better principle of social relationship.

In many cases as much as half of a physician's time is given to the free treatment of poor people. Here the recompense may be said to be the great diversity of interesting cases that appear in a free clinic. Proficiency in general or special practice is quite frequently dependent on the laboratory material consisting of poor patients. But even so, an enormous amount of unheralded charity is practiced by the medical profession.

Recently, however, an attempt has been made to organize such work and distribute it fairly among all the practitioners of a geographic area. In county X of state Y the local social service representative allocates patients as equally as possible among the practitioners of this county. Approximately \$6,000 worth of services per year are rendered in this way, for which the county pays the medical association \$2,000. This money is retained by the association as such to defray expenses of monthly dinners, speakers, and other items connected with general professional advancement.

Even so, a considerable amount of gratuitous service is performed by the professional men of this county, partly because of professional sentiment, partly because some people do not want to have

the name of being wards of the county and cannot be made to appeal through the social service office for medical attention, and partly because even those who do apply for free medical treatment have their preferences.

Inasmuch as a proper psychological attitude of the patient contributes materially to his cure, and because the outstanding consideration is the safeguarding of public health, physicians find themselves, even in so well organized a county as X, called on to perform a varying amount of gratuitous services. The common-sensed ballast to such an ideal state of affairs is the refusal of the physician to sacrifice time and energy unduly on those non-remunerative patients whose ills are imaginary and whose sentimental preferences impose undue burdens on certain members of the profession.

If we regard the performance of marginal gratuitous services as a test of professionalism, not many of the "professions" will remain strictly professional. Ministers and teachers might insist that their comparatively low rate of pay affords circumstantial evidence of the gratuitous nature of most of their services. The fact, however, that these two professions are salaried, hence must be differentiated from professions which are paid largely in fees and commissions, makes the comparison on this basis meaningless.

For any workman who exerts himself beyond the average of his fellows is in this sense possessed of the professional spirit. The nearest approach of the engineer to this professional attitude is when in an emergency he performs tasks which are necessary but which fall outside his own special proficiency; this is not only a real personal sacrifice—comparable to that of a doctor who during the World War spent a large part of his time in France shoveling coal from the cars into the hospital basement—but the professional prerogatives involved in specialized functions are seriously impaired.

Very few business men perform their services for or give materials to the poor gratuitously. The established custom of distributing clothing among newsboys at certain anniversaries, or the serving of meals free at holiday time, virtually raises the clothier and the restaurateur to the dignity of professional men generously and freely providing gratuitous or charitable services.

The charity case bears the same relation to an assessment of professionalism that pathological cases bear to the knowledge of physiology or psychology. It is an exaggerated form of relations which in normal cases are a bit difficult to understand.

It is a matter of grave concern to many teachers in professional schools, just as it is to many college and university teachers, that the most intellectually competent men do not always succeed best financially. This is due partly to the fact that some men inherit property in varying amounts, and thus disturb any possible sequence of intellectual superiority and financial success; and partly to the fact that college "intelligence" is often of an impractical type, in the development of which there have been neglected certain commonsensed and social qualities which contribute largely to later success.

The way in which the raising of standards does contribute to the financial rewards of a profession is that the number of practitioners is thereby reduced. The medical profession has in the last thirty years by this means succeeded in bringing about a desirable state of affairs. Teachers' colleges, on the other hand, still grind out great numbers of graduates, with the result that teachers' salaries remain woefully small in comparison with other professions.

Another practical problem under the general topic of fees and charges is that created by the practice of "splitting fees."

A general practitioner, A, diagnoses the case of B, his

Announcement

THE Akron Surgical House is under new management. Mr.

C. H. Clauser, formerly manager of the surgical department of Hettinger Brothers Mfg. Company of Kansas City, Missouri for twenty-three years, will be in complete charge.

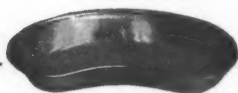
We have an experienced personnel and our policy will be, "‘Service’, first, last, and always." We cordially invite the medical profession to come in to our store whenever in Indianapolis. We appreciate your co-operation and we know you will like our service.

AKRON SURGICAL HOUSE, Inc.

221 NORTH PENNSYLVANIA ST.,

INDIANAPOLIS, IND.

Why we can safely recommend these Monel Metal clinical utensils

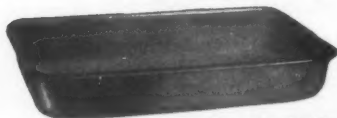


*Monel Metal utensils are
now standard equipment
in many of America's lead-
ing hospitals.*

We can testify to the genuine value
of these Monel Metal utensils because
the experience of hundreds of doc-
tors and hospitals has
proved their long life and
economy.



Monel Metal is tough
and strong, corrosion-
resisting and long-wear-
ing. It has no coating to
wear off. Let us send you
additional information about Monel
Metal utensils.



SIZES AND PRICES

No. 9—Pus Basin—9"	\$1.15 each
No. 10—Pus Basin—10"	\$1.55 each
No. 10—Solution Basin—11 1/4"	\$3.75 each
No. 13—Solution Basin—13 1/2"	\$5.00 each
No. 14—Solution Basin—14 1/2"	\$6.50 each
No. 6—Instrument Tray—6 1/2 x 9 1/2 x 2"	\$2.50 each
No. 8—Instrument Tray—8 x 11 x 1 1/2"	\$5.00 each

Catalog of complete line with prices available on
request.

*Inside dimensions.

AKRON SURGICAL HOUSE, Inc.

221 NORTH PENNSYLVANIA ST.,

INDIANAPOLIS, IND.

RUBBER GOODS

**Valentine
Irrigator Tube**



D719—7 ft. Tube

Poltzer Air Springe



With or Without
Valve, 6 oz. 10 oz.

Nasal Feeding Tube



Andrews Tube 30 inches.
Sizes 14 and 16. French.

Davol Reversible Style



Red Rubber 24x44
Pure Gum in Pouch

Rubber Urinals



Day or Day & Night
Send for Circulars

**Soft Rubber
Ring Pessaries**



E1335 — Sizes 1 to 6



FLEXIBLE
THROAT BOTTLE

AKRON SURGICAL HOUSE, Inc.

221 NORTH PENNSYLVANIA ST.,

INDIANAPOLIS, IND.

SPECIAL ATTENTION

Given to the selection and fitting for your patients of—

TRUSSES

KIDNEY BELTS

MATERNITY BELTS



POST OPERATIVE BELTS

SACRO ILIAC BELTS

ELASTIC STOCKINGS

ARCH PLATES, ETC.

We appreciate your cooperation and we know you will like our service.

EXPERT FITTERS AND LADY ATTENDANT
MAIL ORDERS FILLED PROMPTLY

We specialize in mail orders.

AKRON SURGICAL HOUSE, Inc.
221 NORTH PENNSYLVANIA ST., INDIANAPOLIS, IND.

patient, and recommends a major operation, naming C as a qualified surgeon. C performs the operation, sends B a bill for \$300, upon receipt of which amount C sends A a check for \$100.

Several considerations are involved here. The major one is that A has performed a service to society, to B, and even to C, by recommending the operation. But the general public is not yet educated to the point of recognizing the value of this service. Hence, if A sent B a bill for \$100, and C sent B a bill for \$200, B would pay these separate amounts much less readily than B would pay C the entire bill of \$300.

The general public at present is "sold" to the surgeon, especially if the operation is at all spectacular. Many people have the idea that a few surgeons are distinctly supreme in their field. As a consequence the surgeon or certain surgeons can today command relatively high fees for their services, so high as to permit them to divide their fees with the general practitioner who sent the case to them, and still have enough left to make their net income the largest of all classes of practitioners.

Is the "splitting of fees" professionally defensible? This is to be determined by reference to general professional principles. To begin with, no professional man has a right to accept a case which is beyond his power to handle in the best interests of the client. If a doctor knows that he is incapable of curing the patient or alleviating his pain—if the case requires surgical skill which he does not possess—then it is incumbent on him to say so and to tell the patient where cure or relief is to be found.

Recently when a surgeon, A, offered to split his fee with the general practitioner, B, who sent the patient to A, B's reply was: "You attend to your bills, doctor, and I'll attend to mine." B is conspicuously in the minority in his community.

(Turn the Page.)

The VIM Habit

MANY doctors have it. They have tried the VIM Hypo Unit once. The smooth delivery of the exact dosage indicated, without friction, without leakage, has made them demand the VIM Unit thereafter.

The reason is simple. Every VIM Emerald Syringe tip is ground with micrometer accuracy to a rigid standard—every VIM Stainless Steel Mount is made with the same painstaking care. The non-corroding qualities of the VIM Stainless Steel Needle perfectly complements the leak-proof, velvet-smooth operation of the VIM Emerald Syringe.

Each of these smooth, accurate instruments always functions in the same efficient manner. They are, when used together, your assurance of a hypodermic unit that will meet the most exacting demands of present-day hypodermic administration.

If you are interested in the newer advances of instrumentation, mail the coupon below for a copy of "New Advances in Technique," which contains an interesting story of the development of these specialties and a complete price-list of our products.

The MacGregor Instrument Company,
ME 536, Needham, Massachusetts.

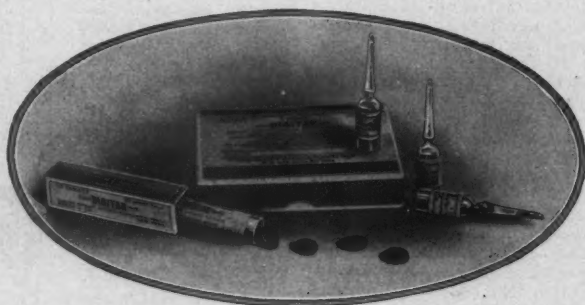
Please send me a copy of revised
"New Advances in Technique."

Name
Address
Dealer
Address



for the failing heart

Digitan



Convenient for oral use

Digitan Tablets

(1½ grn., tubes of 12)

Each tablet is equivalent to 1½ grn.
of strongly active digitalis leaves.

For intravenous injections

Digitan Ampuls for Injection

(1 Cc. each. Box of 6)

1 ampul (16 minims) is equivalent to
1½ grains of potent digitalis leaves.

Literature on request

MERCK & CO. INC.

Rahway, N. J.

Viewing the situation with regard to the specialist, it is evident that he violates certain fundamental professional canons. To pay commissions virtually amounts to advertising in a vicious form. The doctor is most punctilious in regard to direct advertising methods. To split fees, however, is at once a most effective means of soliciting business, while at the same time the general public is unaware of the practice.

Again, there is the outstanding fact that any form of commission or rebate transfers the competition among professional men from a justifiable basis—services—to an unjustifiable and unfortunate one—fees. Business is bound to go to the man who offers the most attractive commissions, regardless of his ability. This judgment should be carefully weighed to be correctly understood.

Of course, the great bulk of the medical work will be done in a professional manner; and many good surgeons will receive cases due to the fact that general practitioners are ignorant of attractive offers elsewhere. But to say that the profession can maintain its integrity in the face of the obvious temptation is to be blind to human nature and to the facts.

Physicians generally know that the practice is too prevalent; and many regret having engaged in it themselves. Nor can the profession lay the blame on the public, which stands gaping at the operation as it does at any mystery, but which refuses to recognize by just material rewards the services of the ordinary physician. The blame, as always, falls on the more intelligent members of society, the physicians themselves. Until they show the courage of their convictions by charging, each what he believes honestly to be his due, fee-splitting will be a surreptitious overcharge of the lay public.

The lawyer has gone on record in this matter as follows:

... It is disreputable ... to pay or reward, directly or indirectly, those who bring

or influence the bringing of such officials, physicians, hospital attachés, or others who may succeed, under the guise of giving disinterested advice, in influencing the criminal, the sick and the injured, the ignorant or others, to seek his professional services ...

The Medical Code devotes a separate section to condemning the "Secret Division of Fees". The engineer is no less certain in his position:

The engineer should accept compensation for his services in connection with any work from one source only, except with the full knowledge and consent of all the interested parties.

When connected with any work, he should not accept commissions ... or any other consideration from a contractor engaged upon that work.

He should not split fees as commissions for securing work, nor work with other engineers on a split-fee basis unless assured that his client is not deceived thereby.

Probably as much harm has been done to professional life—and indirectly to social good—by the failure to assess sufficiently high fees and secure a large enough income to provide the necessities of professional dignity, as has been done by overcharging. This is conspicuously true of the teaching profession, in which there has been too little vigor in demanding decent salaries and in asserting a sufficient independence by resigning to secure that demand. Even the indirect methods of improving conditions, by insisting on rigorous standards for admission to the profession, have been lacking.

Unquestionably much of the contempt which business men have for teachers is due to the fact that the latter are too servile to demand proper financial recognition. Although business standards must not guide professional conduct, it must be remem-

The Standard Effervescent Saline since 1895



SINCE 1895 Sal Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalize the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend. We will gladly send you samples for professional use.

Sal Hepatica

MEMO to my
assistant: Send to
Bristol-Myers Co., 75 M
West St., New York, for
a professional sample of
Sal Hepatica (gratis).

Name _____ M.D.
(Please enclose card)
Street _____
City _____ State _____

May, 1930

73

bered that one of the essential factors in the rating of intelligence is the economic independence and vigor of the subject.

The ministry is even more liable to this charge. Whereas the teacher resorts mistakenly to propaganda for "higher taxes and more money for the schools"—a very irritable method of securing his end—many a minister relies on his "gimmie, gimmie" prayers preceding the taking up of collection. Compared with these two "professional" methods, the business man is much more dignified in asserting that:

The reward of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved

and foresight exercised. (From the *Principles of Business Conduct*, Chamber of Commerce of the United States.)

It is strange that professional groups do not recognize the responsibility and privilege of exercising their prerogatives and anticipate social friction by a fair administration of the relations between professional men and their clients. At no point is this problem so acute, or so capable of objective and delicate measurement, as in the case of professional fees. The method of assessing professional charges is at once a functional expression and a symptom of the social philosophy of the professions.



The Doctor and His Investments

Continued from Page 25

advance in bond yields. The decline meant that holding of long term bonds entailed a shrinkage of principal, if an estate was to be judged from current liquidating value. Coincident with a decline in the rediscount rate of the Federal Reserve Bank of New York from 6 per cent to 3½ per cent in the six months following the panic, there was a rapid decline in interest rates, and a consequent sharp upturn in bond prices. If an investor anticipates further declines in interest rates, he buys long term bonds. If he expects the reverse, he tries to keep near a cash basis, preferring short term notes, which are contracts to repay a stipulated number of dollars in the near future, and which therefore can resist the tendency of more enduring issues to depreciate in market value.

Preferred stocks represent a further shading of the investment risk. They take the form of stock and represent the spirit of bonds. Unlike common stocks,

they cannot participate up to an unlimited extent in the future profits of the business. Yet they constitute a prior claim on earnings and assets, and give a more assured income return. Usually they yield more than bonds of the same company, and, if well selected, give ample safety. Moreover, preferred stock dividends are free from the normal income tax, whereas interest on corporation bonds are fully taxable. Broadly speaking, when common stocks are high, the investor can get a much higher assured income return in preferred stocks, but to invest wholly in preferred stocks would be to pursue an unbalanced policy, because preferred stocks represent a surrender of the right to substantial capital growth.

Recognizing the human tendency to want to have one's cake and eat it too, stylists in the security creating field have in recent months focussed attention on convertible preferred stocks,

Muriatogen

Lapenta

Hydrochloric acid in the form of coated tablets, each tablet affording a dosage equivalent to Acid Hydrochloric Dilute, 10 minims.

Overcomes the disagreeable features of hydrochloric acid medication.

Physicians' requests for samples and literature will be promptly honored.

PITMAN-MOORE COMPANY

Indianapolis.

PITMAN-MOORE CO., Indianapolis.

M.E. 5-30

Please send me test sample of Muriatogen and literature.

.....M. D.

No. and St.....

City..... State.....

and on bonds with warrants or subscription rights. The bonds or preferred stocks themselves give the safety and assurance that are in demand, and the conversion features and warrants provide the speculative kick. When the warrants are detached, they can be purchased alone. They are purely instruments of speculation and are not to be regarded as tools of strict investment, yet they have certain unmistakable advantages as media of speculation over marginal trading.

Marginal trading entails going into debt to buy common stocks—going in debt to the extent of perhaps four times one's own capital. Moreover, the debt is a demand obligation, subject to immediate call in part at least by the lender. In recurrent periods of quickened liquidation at the stock exchange, marginal holders are finding themselves unable to meet the demands upon them from their creditors. Accordingly, they are forced to sell their stock, which is held against the loan, at most disadvantageous times. Panics, mild and severe, are usually little more than incidents of mass selling on the part of frightened and necessitous marginal holders.

The marginal speculator buys stock out of proportion to his capital because he thinks it will advance. If a decline occurs before the expected advance, his position, resting on callable credit, may be disturbed. The purchase of warrants or options to buy the stock at a stipulated price during a specified period eliminates the hazard of being wiped out during temporary interludes of fright on the part of the financial public. If the warrants are owned outright, the holder need never become a forced seller. He will either hold on to his warrants until it becomes profitable to sell them or to exercise them, or he will liquidate them of his own free will when he feels that his optimism has not been justified. But he

will never be in the position of being a necessitous seller on panicky days when his broker has been calling him in vain for additional margin with which to continue the speculation in which he still may have faith. For purely conservative investment, warrants have little place, but they offer a less hazardous form of speculation than marginal trading.

As a matter of fact, even in trading, the professional has found a means of hedging, which prevents him from being victimized as amateurs are. For example, if he is "long" of a certain stock, that is, if he is holding it expecting it to go up, he may buy a "put" against it, which is a privilege to sell it for a specified period, usually within thirty days, at a stipulated price below the market. Accordingly, he knows in advance the extent of his loss, if one should materialize.

On the other hand, the short seller, who expects a price decline and is acting on the assumption that he will be able to rebuy borrowed stocks at lower than prevailing quotations, can hedge against the possibility that he is mistaken by buying a "call" which is a privilege, usually extending for thirty days, to buy certain stocks at a stipulated figure somewhat above the prevailing price. Used apart from transactions in stocks, "puts" and "calls" become gambling devices, but used in connection with stock purchases or short sales they constitute instruments of insurance for limiting the possibility of loss.

The balanced investor not only divides his funds into percentages of common and preferred stocks, short and long term bonds, and cash, but also attains diversification within each group of securities. He will vary the proportions in accordance with changing economic conditions and in accordance with shifts in his own financial objectives. No rigid formula can be prepared



Hay Fever Pollen Extracts - Mulford

(Council Accepted)

Nearly 100 pollens including those of first importance from every life zone and geographical division of the United States and Canada.

Botanically true to label, and from pollens of outstanding purity.

Standardized as to nitrogen content.

Uniform strength expressed in terms of protein units.

Fully active as shown by clear-cut diagnostic skin reactions and by therapeutic results.

Ready for immediate use. No preliminary mixing required.

CONVENIENT DOSAGE FORMS

FOR DIAGNOSIS:

Dried Pollens (Scratch Test).

Pollen Extracts, 500 units per cc (Intradermal Test).

FOR TREATMENT:

15-dose treatment,* 15 graded doses in syringes.

15-dose treatment* in three 5 cc vials (250, 500 and 1000 protein units).

Single 5 cc vials (500 units per cc). All pollens.

* Ragweed, Timothy, Lamb's Quarters, Wormwood only.



H. K. MULFORD COMPANY

The Pioneer Biological Laboratories

PHILADELPHIA, U. S. A.

01644

to suit all cases. The young man, who is building an estate for the future, will tend to emphasize common stock commitments, whereas the elderly widow, living on the income from her estate, will tend to concentrate on preferred stocks and long term bonds.

As far as general economic conditions have a bearing, the investor should have shifted a larger proportion of his funds into common stocks after the panic. Now with selected industrial and public utility shares some fifty per cent above the low levels, more discrimination is needed. However, there have been groups of common stocks, such as the railroad, merchandising and copper shares, that have not participated in the recovery. Broadly speaking, there is less inflation in such groups than in more widely exploited issues, which have appealed more to the speculative imagination. The rails, for example, make a strong appeal to the investor, because of their tendency to sell closer to their true asset value than the industrials and utilities and also because of the fact that they sell on a distinctly lower price-earnings ratio.

To make the discussion timely, present conditions favor long term investment commitments in

high grade railroad, merchandising, and metal stocks. Perhaps the time has not yet come to disturb long term commitments in other groups, but in the interest of conservatism some switching would seem prudent. Conditions are still favorable to preferred stock purchases, which offer distinct bargains because issues of that type have become somewhat unfashionable. No signal has yet come to disturb commitments in long term bonds, but increasing evidence that the decline in interest rates has already run its course removes the incentive of buying such issues for quick trading profits.

In practice, the balanced investment diet involves an obligation for the investor to consider what is suitable for his need in relation to his other holdings. The balanced investor remains solvent irrespective of the turns of the financial wheel. He is wholly adjusted to the fact that prices swing from one extreme to another with marked rapidity. He keeps his head, reducing his holdings of speculative issues when they seem to become overpriced, and buying the standard stocks which he has always admired in times of recession. On the other hand, the plunger usually finds himself without buying power when bargains occur.



All Quiet on the Business Front

Continued from Page 45

therefore, divides itself into two parts. In so far as it is due to the present low level of industrial activity, it is essentially temporary and will pass away with business recovery. But to the extent that it is attributable to the sweeping changes which are taking place in industrial methods, it is a semi-permanent condition that will be corrected only gradually, as new uses are found for the man-power displaced by the

growth of machine production."

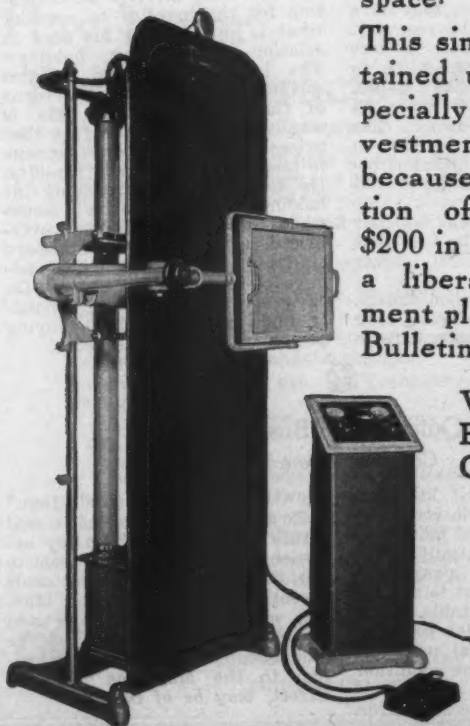
To the doctor interested in real estate affairs (and from my experience most physicians seem to be), the following statement made recently by Mr. Charles J. Martin, manager of the Loan and Real Estate Department of the Equitable Life Assurance Society, to the Magazine of Wall Street, may be of interest:

The real estate situation has

Improved Diagnosis and Increased Income

Make your own fluoroscopic examinations and increase your income and your service to your patients. The Wappler Vertical Fluoroscope, with the Wappler Radiographic and Fluoroscopic Transformer and Control Unit, is simple and reliable in operation and occupies small floor space.

This simple, self-contained unit is an especially profitable investment just now, because of a reduction of more than \$200 in its price, with a liberal time payment plan. Write for Bulletin 97-16.



**WAPPLER
ELECTRIC
COMPANY,
INC.**

General Office and
Factory:

Long Island City,
New York

Showroom:

173 East 87th Street
New York City

been rather dull for approximately a year and we have been in a more or less general period of real estate deflation for several years, the real apex of the post-bellum boom having been around 1925-26. It is really remarkable how stubborn values have been in resisting the deflationary tendencies. The probabilities are that owing to the reduced amount of building the last two years, there may be centers that are now in need of residential construction, but we must keep in mind the fact that with decreasing immigration, slowing up of the rate of natural growth of the population and an abundance of homes of modern construction, the chances are that the great homebuilding period of the last ten years will not soon be equalled. The society with which I am affiliated lends money on homes in over three hundred cities throughout the United States and we are having an increased demand for such loans. Old style homes are being replaced by the new in every community.

Just now the lenders undoubtedly have the better of the lending situation and many desirable mortgage loans for long periods

are being made at 6%. Possibly considerably larger sums of cheaper money could be put out right now. We see evidences throughout the country, as a whole, of an increasing interest in new construction of sizeable structures and demands for funds, and while revival of construction and the incidental borrowing may be gradual, experience shows that usually such revivals come suddenly. It is to some extent a matter of mass psychology and temperamental mood of the country.

There is also the mechanics of the situation to be considered. When vast sums of money are diverted from customary uses, as was the case during the stock market boom, it is a slow process for them to flow back into original channels. Many savings banks, for instance, were practically out of the mortgage business for some time because of withdrawals, and they are beginning to have surplus available for real estate loans—and this statement is true of a wide variety of loan institutions. These funds are slowly getting back into natural channels throughout the country and I look for an increasing volume of real estate loans.



Investment Clinic

By Malcolm L. Hadden

A PHYSICIAN asks this question:

"During the past five years I have been investing my savings in local real estate mortgages. I am perfectly satisfied as to the soundness of these investments, but feel that I ought also to have an interest in a number of good common stocks, as such securities, if properly selected and retained more or less permanently,

appreciate in value as the country grows and the companies expand their earning power.

"Several of my acquaintances had the good fortune to purchase General Electric common and American Can stocks some years ago and I feel certain that there must be other good stocks available which could be bought at this time. I am fully aware that if I should purchase common

DISPENSING in High Blood Pressure Cases

Patients suffering from High Blood Pressure need medical treatment. They should not be subjected to self medication or permitted to decide the dosage or the period of time during which medication should be used.

By dispensing Pulvoids Natrico or Pulvoids Taurophen, the physician insures absolute control of medication at all times.

Many physicians charge an extra fee for High Blood Pressure cases. This permits the supplying of medication, which is not only favorable to the physician but assures proper treatment for the patient.

Mail this coupon for physicians' free sample of Pulvoids Natrico.



THE DRUG PRODUCTS CO.,

26-16 Skillman Avenue,
Long Island City, New York.

- ☐ Please send me free sample of Pulvoids Natrico.
- ☐ I dispense and want your free catalogue.

Name

Address

City State

stocks they will tend to fluctuate in value from day to day, but I am perfectly willing to ignore such fluctuations, in the belief that if I purchased the right stocks over a period of years I will be thoroughly satisfied with such investments.

"Would you be good enough to give me your views and also the names of several common stocks which you have faith in for the long pull?"



Where one already has a solid foundation of good real estate mortgages there is much to be said in favor of the premise that one also should hold a number of common stocks, thus participating in the earning power of growing companies in a growing country. So long as one limits his common stock purchases to important, well-managed companies engaged in essential industries, I agree entirely with the above theory of investment.

Let me emphasize, however, the importance of investing in the stocks of large and representative companies, where there will be continuity of management and preferably companies whose business is more or less monopolistic. By monopolistic companies, I have reference to such corporations as the American Telephone & Telegraph Company, General Electric Company, Consolidated Gas Company of New York, United Gas Improvement Company, Pennsylvania Railroad, New York Central Railroad, Atchison, Topeka & Santa Fe Railway, International Telephone & Telegraph Company, Westinghouse Electric & Manufacturing Company, Aluminum Company of America, etc.

In characterizing these companies as monopolistic or semi-monopolistic, I do not wish to be interpreted as indicating that there is anything improper about their operations, but I merely emphasize the fact that public

utility and railroad companies, operating, as they do, under franchises which are more or less exclusive in nature, thus eliminate, in large measure, the factor of competition.

The size, established business relationships and high type of management enjoyed by companies like the General Electric, Westinghouse Electric & Manufacturing and the Aluminum Company of America (to mention only a few) are such that, from a stockholder's standpoint these organizations enjoy many of the privileges usually associated with monopoly businesses.

All in all, I believe that investments made in the common stocks of any of the aforementioned companies should, over a period of years, prove thoroughly satisfactory, if the purchaser of such stocks would not be disturbed by rather wide fluctuations in price as earnings rise or fall or other factors affect the affairs of the several corporations.

WANTED!

A NEW PRODUCT

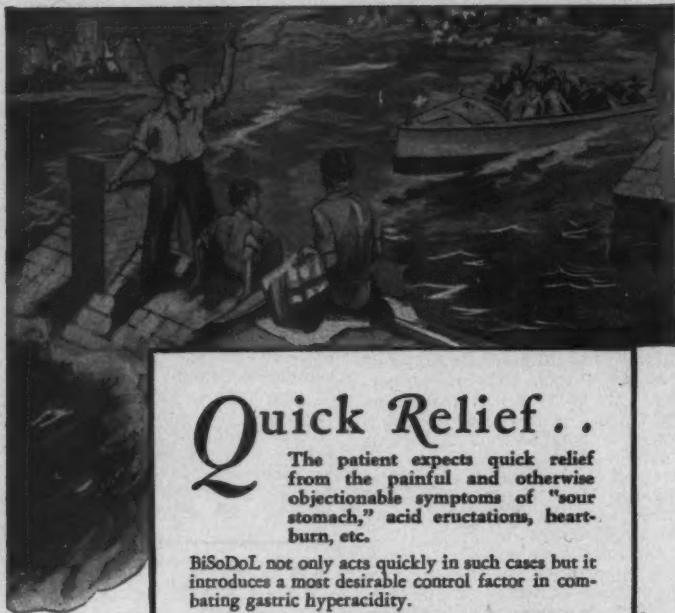
Or a New Idea for a Product

ONE of the largest manufacturers of packaged goods in the world wants to add a new product to their line. To be considered, this product must meet the following specifications:

1. It must have real merit.
2. It must have points which will make a strong advertising story.
3. It must live up to EVERY advertised claim.

The product may be on the market now in a small way, or it may be just an idea. It may be an entirely new kind of product or it may be an improvement on an existing type of product.

Please write as fully as possible. All communications held strictly confidential. Address Box 510, MEDICAL ECONOMICS, Rutherford, N. J.



Quick Relief..

The patient expects quick relief from the painful and otherwise objectionable symptoms of "sour stomach," acid eructations, heartburn, etc.

BiSoDoL not only acts quickly in such cases but it introduces a most desirable control factor in combating gastric hyperacidity.

It presents a balanced alkaline formula and, as such, maintains the balance of normal reaction in the stomach and corrects abnormal deviations without introducing the danger of alkalosis.

BiSoDoL has also been found effective in controlling cyclic vomiting, the morning sickness of pregnancy and alkalizing against colds and respiratory affections. BiSoDoL presents the sodium and magnesium bases together with bismuth subnitrate, antilflatulents and flavorings.

Advertised solely to the medical and allied professions.

[Let us send you literature and sample for clinical test.]

THE BISODOL COMPANY
130 Bristol Street NEW HAVEN, CONN.
Dept. M. E. 5

BiSoDoL

Harley Street

Cont. from Page 17

The provision of consulting rooms in Harley Street is, in some cases, a regular business. A doctor who has an energetic help-mate takes a house for a term of years at say \$2500, which is augmented to about \$3,500 by the time he has paid the rates and taxes; he then proceeds to let out the ground floor to a number of other medical men.

Very frequently rooms are let to different physicians or surgeons at different hours of the day, and often they are let for only a couple of hours two or three days a week. The charge for various rooms varies considerably, according to the position of the houses. In the portion of Harley Street nearest to Oxford Street, and therefore most convenient for patients, the charge is much higher than at the other end, which is not so accessible.

The writer paid £200 a year for a very small back room, and a good consulting room with a small room off for special purposes usually commands £2000 or \$2500 a year. The patients, except in the case of the busiest men, all use a common waiting room which is not infrequently the dining room of the doctor who is the tenant-in-chief of the house. The charges made to the tenants of Harley Street usually include, besides heating, lighting

and "service," the fixing of a brass plate of stated dimensions to the front door. On some front doors there is a perfect forest of these plates. Secretarial work is not, of course, included in the rent. It is carried on by one or two secretaries who act for the various doctors using the building.

As London grows, the number of rooms available in Harley Street are inadequate to supply the demand, and the doctors have overflowed into the neighboring streets which are known as "the Harley Street area." The streets which have been absorbed in the medical quarter are Wimpole Street, Queen Anne Street, New Cavendish Street and Devonshire Place. The rents are much higher in Harley Street than in the other subsidiary thoroughfares, and it may be taken as a general rule that a consulting physician or surgeon who "pitches his tent" in one of the satellite streets is more or less *faut de mieux*.

Perhaps an outstanding thing about a Harley Street physician or surgeon is that as a preliminary to his settlement in Medical Mecca, he must have held a teaching appointment in one of the big hospitals. It is absolutely hopeless for any man to aspire to a Harley Street practice unless he has gone through the mill

Headquarters for

Rustless Steel Surgical Instruments

All of which are made from genuine "STAINLESS" STEEL
NO PLATING

We are the largest manufacturers of this line in the United States.

Catalog on Request.



FRED HASLAM & CO., Inc.
83 PULASKI STREET, BROOKLYN, N. Y.

Sold through Dealers only

and been a house physician or house surgeon, and then waited his turn for a position as assistant physician or surgeon of one of the great teaching hospitals. With hardly an exception all the men whose names one sees on the door plates of Harley Street have given *and are giving*, a considerable portion of their time to the work of treating the poor in charitable institutions. The consultant gets his patients from the students or nurses that he has taught and who are impressed with his skill and knowledge during his hospital career. Doctors going into private or public practice, send their patients to the man they know from their own hospital.

A few men who have held public appointments abroad settle in Harley Street, but very few of them ever attain any considerable practice. Sir Patrick Manson, who lived for many years in

Queen Anne Street, was an exception to this rule, but it will be remembered that he invented what is known as "tropical medicine," so that he had patients come to him from the tropical dependencies of the Empire.

An attraction for doctors residing in and around Harley Street is the presence of the Royal Society of Medicine, which is housed at No. 1 Wimpole Street. This Society has a magnificent medical lending library which renders it almost unnecessary for the doctors in the neighborhood to keep large reference libraries themselves. In fact, a great personal friend of the writer's, who is one of the greatest living authorities on a special branch of medicine, boasts that he never buys either a medical book or medical journal, as he can always see them or borrow them "just 'round the corner."

(Turn the Page)

The Medical Director

Reported by Lawyer Hayward



California physician was a director of the local bank, and controlled a majority of the stock.

"Your bank's plainly insolvent, and you'll have to repair your capital by at least \$40,000," the superintendent of banks announced.

"We'll do it," the directors agreed, and a special meeting was calling to consider the matter.

"Now, according to the by-laws, a special meeting could be called by giving notice to each director. There were three directors; the physician who controlled a majority of the stock, could not be found, and was not notified.

The two directors who were

notified held a meeting, and ordered an assessment on the capital stock. Some of the stockholders did not pay; their stock was sold to pay the assessment, and new stock was issued to the purchasers. Included in the stock which was cancelled in this way was the stock of the majority director.

Then the physician demanded that this stock be reinstated on the ground that the assessment had not been legally made, and the California District Court of Appeals ruled in his favor in a case reported in 238 Pacific Reporter, 754.

"It is the general rule, therefore, that a special meeting held without notice is void, and the directors present at such meeting cannot perform any valid corporate act," said the Court.



STERIPAK Red Cross Gauze.. *is completely protected . . always*

DUST, dirt or handling cannot harm Steripak Red Cross Gauze, because it is always protected—inside and outside of its carton.

The full length of folded gauze is completely enclosed in a paper wrapper before it is rolled and sterilized. You can remove just as much as you need without touching the remainder.

Two sizes—one yard or five yards in a box. Mail the postal card overleaf and we will gladly send you a box.

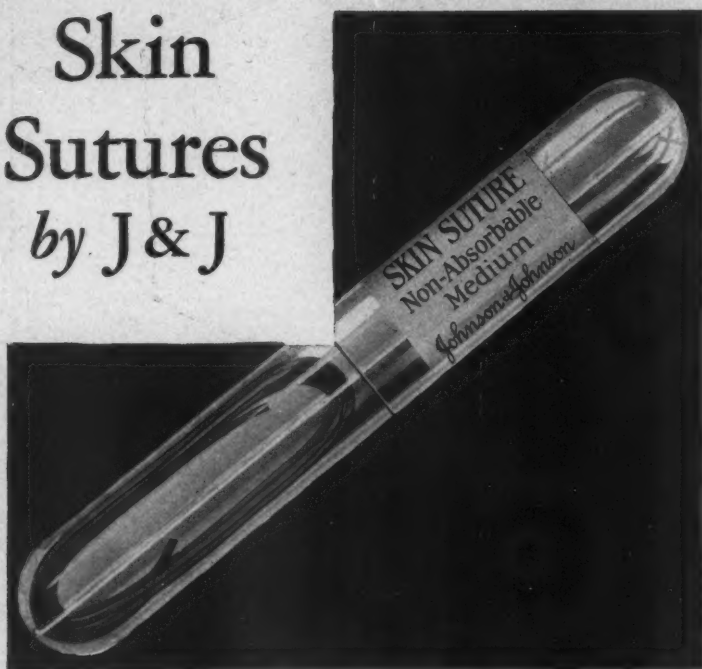
Made only by

Johnson & Johnson

NEW BRUNSWICK, N. J., U. S. A.

OTHER J & J SPECIALTIES ARE SHOWN ON SUCCEEDING PAGES

Skin Sutures *by J & J*



... for Strength, Pliability, Sterility

JOHNSON & JOHNSON Skin Sutures are made of specially prepared artificial silkworm gut. This is more pliable than silkworm gut and has the further merit of being obtainable in longer lengths. Sterilized.

These Sutures are for skin work exclusively and are non-absorbable. Their distinctive color, green, provides easy identification in the tissue and is an aid in operation. Believing that you will prefer these Skin Sutures to any others, we request that you send us the postal card so that we may send you samples for clinical trial.

Mail This Postal for Samples

*Please Specify Type
and Size*

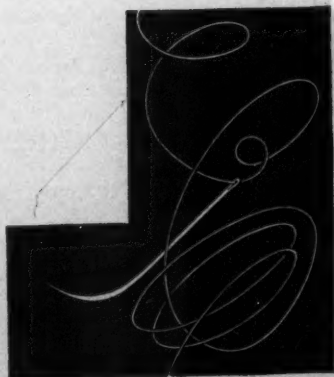
Standard Tubes
—60 inches

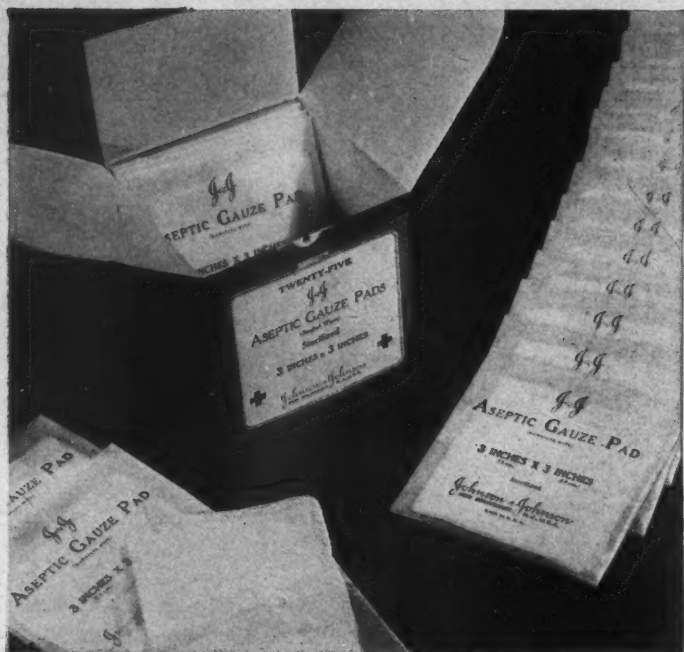
Half-meter Tubes
—20 inches

Emergency Tubes
—20 inches
with curved needle
attached

Envelopes
—36 inches
FINE
MEDIUM
COARSE
as desired

Made by
Johnson & Johnson.
NEW BRUNSWICK, N. J., U. S. A.





ASEPTIC GAUZE PADS..

ready to use..sterilized..economical

THEY are made of folded absorbent gauze. Each pad is in an envelope, sterilized and ready to use. Equally useful in the office and for carrying in the bag. They are very economical and can be dispensed to the patient for re-dressing.

They are obtainable from your dealer in the following sizes and quantities:

3 in. x 3 in.	25 envelopes in box
3 in. x 3 in.	100 envelopes in box
3 in. x 4 in.	25 envelopes in box
3 in. x 5 in.	25 envelopes in box

If you are unacquainted with these pads, please check the postal card overleaf and we will gladly send you a sample supply. Made only by Johnson & Johnson, New Brunswick, N. J.

Johnson & Johnson

NEW BRUNSWICK, N. J., U. S. A.

To return to the history of Medical Mecca, let us refer to a book entitled *Pictures of the Present State of the Royal College of Physicians*, published in 1817. Here it is seen that the invasion of Harley Street by doctors had hardly commenced, as there was only one house physician living in the whole of the street at that date.

On the other hand Harley Street at this period was occupied by many famous people. The great Duke of Wellington, when he was still Sir Arthur Wellesly, resided here about this time, and Lady Nelson, the widow of the hero of Trafalgar, died in Harley Street in 1831. Turner, the landscape painter, made his home in this street until 1813, and Alan Ramsay, the principal portrait painter to George III, had his famous "Manufacturers of Royal Portraits" at No. 67.

The real medical invasion of Harley Street did not commence until the mid-Victorian era, and even at this period the street contained the residences of some eminent politicians. For instance, Mr. Gladstone resided at No. 73, where his windows were broken by the mob one Sunday afternoon in 1878, while his great protagonist in the House of Commons, Sir Stafford Northcote, afterwards Earl of Iddesleigh, lived on the opposite side of the road at No. 86.

Harley Street was not greatly favored by literary personalities, but it is interesting to note that Wilkie Collins dated an edition of his *Woman in White* from a Harley Street address in 1861.

Even today Harley Street still numbers among its residents a few distinguished people who

have no association with medicine or its allied sciences. The present Lady Mayoress, Lady Kynaston Studd, still lives at No. 67, which was occupied more than a century ago by Colonel John Ramsay and his father, the portrait painter.

The association of various trades into special localities is a very characteristic English custom. As far back as the 12th century, the different trades were allotted their places of work, and in most of the larger English cities as well as London, the names of the streets indicate the trades which were carried on in the neighborhood.

This early compulsory banding of craftsmen into localities has persisted in London until this day. The "soft goods" merchants have their offices in and around Cannon Street, the shipping companies are around Lloyds, Spitalfields is still the center of the silk trade, and Clerkenwell has been associated with the manufacture of watches and clocks since the days when it was a village on the outskirts of London.

The learned professions have followed the practice of the ordinary craftsmen, and grouped themselves together in special areas. The lawyers acquired the old monastery of the Knights Templar in the 14th century, and they have lived there ever since. To this day every barrister has his offices (or "chambers" as they are called) in the Temple. Nevertheless, their legal colonies, which have taken centuries to form, are not half so remarkable as the grouping of the whole of the leaders of the medical profession in and around one street

Two important things in the antacid you prefer—

Effectiveness
Palatability
are combined in

ALKA-ZANE

Liberal Samples and Literature to Physicians.

WILLIAM R. WARNER & CO., Inc., 113 W. 18th Street, New York City

What's more, it is convenient to use in water or milk, for children or adults.



Tycos Pocket Type Sphygmo- manometer

TWENTY-TWO years ago the first *Tycos* Sphygmomanometer was placed on the market. Although modifications have been made whenever desirable, fundamentally the instrument remains the same today.

Every *Tycos* Sphygmomanometer has adhered to an indisputable principle—that only a diaphragm-type instrument is competent for the determination of blood pressure. To faithfully record the correct systolic pressure, an indicator's accuracy must not be affected by the speed at which the armlet pressure is released,—only a diaphragm instrument can guarantee this. To honestly give the true diastolic pressure, a sphygmomanometer must respond precisely to the actual movements of the arterial wall,—again, only a diaphragm instrument can do this.

Portable, the entire apparatus in its handsome leather case is carried in coat pocket. Durable, its reliability in constant use has been proved by many thousands of instruments during the past twenty-two years. Accurate, its precision is assured by relation of the hand to the oval zero.

Write us for further information relative to the *Tycos* Pocket Type Sphygmomanometer.

Tycos Fever Thermometers, Urinalysis Glassware, Office Type and Recording Sphygmomanometers.

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

CANADIAN PLANT
TYCOS BUILDING
TORONTO

MANUFACTURING DISTRIBUTORS
IN GREAT BRITAIN
SHORT & MASON, LTD., LONDON-E. 17

in the short space of about sixty years.

To understand the position the American reader must be reminded that the whole of the vast area now called "London" originated from a small walled town covering barely a square mile. This part of the metropolis remains intact today with its own government and traditions, and is known as "the City." The bodies from which the originals of the present occupants of Harley Street obtained their qualifications were, of course, located in "the City."

The shifting of the medical center of gravity to Harley Street was due to the fact that the medical corporations with which they were connected commenced to move westward about the beginning of the 19th century.

The early English physicians were priests, and they did not take form as a lay body until the 15th century. The secular physicians formed themselves into a *College* and regarded themselves as superior clay to the trade and craft Guilds which were coming into prominence around this time. They recruited from graduates of the older universities and constituted a body which was looked up to by their neighbors, and by their much humbler brethren—the barber-surgeons.

The College of Physicians was originally situated at Amen Corner, under the shadow of St. Paul's, but this house was destroyed in the Great Fire. It was rebuilt on a magnificent scale in Warwick Lane, off Newgate Street and near the famous Prison. It was constructed in the form of a quadrangle with a

botanical garden behind it running down to the City Walls. At the entrance was a magnificent gate over which Sir Christopher Warren built a theatre 40 feet in diameter with an octagonal domed roof.

Infected with the desire to inhabit the West End, which was becoming so fashionable the physicians moved to Pall Mall in 1824, but their present home compares very favorably with their fine quarters in the City. The College has revived its original exclusiveness, and few enter its portals except its Fellows and Members. Licentiates gain little from their College as it offers neither library, museum nor laboratories for their benefit.

The Fraternity of Surgeons started life as what is called a City Livery Company, i.e.: a craft or guild. There was, at first, little to distinguish between the barbers and the surgeons, but a feud started in the 18th century and in 1745 the surgeons obtained a charter of their own. Like the physicians, they desired to be more fashionably situated, but as they migrated earlier, they only moved a short way westward to their present quarters in Lincoln's Inn Fields, then almost in the country. In their new home the Surgeons rapidly increased their professional stature, and soon won for their diploma world-wide respect. Their fine library is freely thrown open and their magnificent museum is visited by medical pilgrims from all parts of the globe.

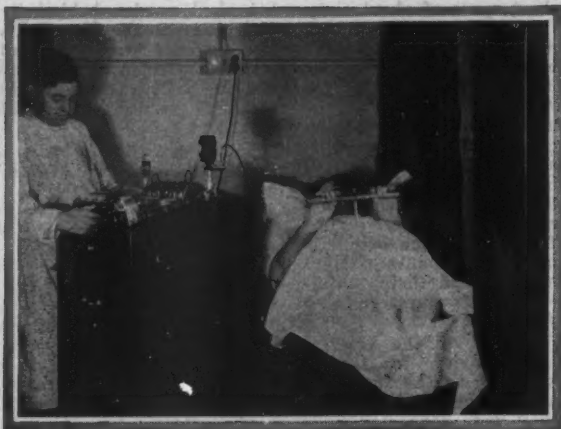
It is rather difficult to realize nowadays that the 18th century examination at the old Surgeon's Hall (it was not a college, be it remembered) was entirely oral,

Try BROMO ADONIS in Diseases of the Nervous System

- ☐ Bromo Adonis No. 1 is effectively prescribed for many nervous diseases, as a general nerve sedative, and for Petit Mal Epilepsy.
- ☐ Bromo Adonis No. 2 is used with lasting results in obstinate cases of Epilepsy and where a potent sedative is indicated.

Check the preparation desired, for free sample.

TUCKER PHARMACAL COMPANY (5) 180 Duane Street, New York, N. Y.



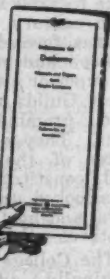
When is Diathermy of Value in Your Practice?

YOUR decision to use diathermy in the treatment of any condition will, of course, be based on recognized medical authority. Many physicians have become interested as a result of observing the many references to diathermy in current medical literature, and no doubt intend to investigate for themselves when opportunity presents. But a busy practice affords little of the time required in searching the files of the medical library, and so it is put off indefinitely.

A preliminary survey of articles on diathermy, published during the past year or so, is available to you in the form of a 64-

page booklet entitled "Indications for Diathermy." In this booklet you will find over 250 abstracts and extracts from articles by American and foreign authorities, including references to more than a hundred conditions, in the treatment of which the use of diathermy is discussed.

If you number yourself among the physicians who have not yet adopted diathermy in practice, and desire to investigate this form of therapy in view of reaching your own conclusion as to its value in your practice, you will find this booklet a convenient reference. A copy will be sent on request.



GENERAL ELECTRIC

2012 Jackson Boulevard
FORMERLY VICTOR



X-RAY CORPORATION

Chicago, Ill., U. S. A.
X-RAY CORPORATION

Join us in the General Electric Hour broadcast every Saturday night on a nationwide N. B. C. network.

General Electric X-Ray Corporation
2012 Jackson Blvd., Chicago.

Not being a user of diathermy in my practice, please send your 64-page booklet "Indications for Diathermy."

Dr.

Address

City State

and lasted about twenty minutes. The usual procedure in the 18th century was for an aspiring surgeon to be apprenticed to a practitioner in the country and to come up to London for this examination. The surgeon-apprentices were enrolled in very much the same manner as those of the other City companies, and we find in the old records of Surgeons' Hall some rather quaint regulations of their good conduct.

For example, they were not allowed to have a beard of more than fifteen days' growth, and if they offended in this respect they had to pay a fine of 6s. 8d. The fee for the apprentice's examination was a silver spoon with his name upon it, weighing one ounce, and 7d. to the clerk of the Hall for writing and seal. The fee for the diploma was, in those halcyon days, only £6. 6s.

The barbers managed to keep possession of the original home of the barber-surgeons in Monkwell Street, which is situated not far from the General Post Office. The present Hall was built by Inigo Jones and much of the original building remains. The barbers also managed to retain the treasures of the old company, including Holbein's famous picture of "Henry VIII granting a Charter to the Barber-surgeons in 1540." It is a rather interesting fact that amongst the persons represented in this picture, there are at least two physicians, and also the Royal Apothecary. There seems to be no doubt that the first teaching of anatomy in London took place in this old Hall. The lectures on anatomy were curiously enough given by physicians and not by surgeons.

Every member of the Company was bound to attend the anatomy demonstrations, in fact, a fine of fourpence was imposed on those who were late and sixpence on those who were absent. The anatomical demonstrations appear to have been public and their occurrence was regarded as a solemn festival. "Private anatomies" were only allowed if a special license was obtained from the Court in the early days of the Company. The subjects were all obtained from Tyburn, and it was the duty of the Stewards and Masters to fetch the bodies from the Harley Street neighborhood which was not always an enviable job.

At the actual lecture and demonstration great formality was observed; notices of the forthcoming demonstration were issued according to a regular formula, and there were two demonstrations daily, at noon and at 5 p. m.; between the morning and afternoon lectures the court and officials were plentifully regaled. In this respect the old surgeons were very like their brother guildsmen, who made feasting an important feature of guild life.

Among the curiosities still preserved in Barbers' Hall is a portrait of the physician to Charles II giving an anatomical lecture with a subject before him, and assisted by an Alderman at his side.

Another reason for the migration of the Doctors westward was that at first the only great hospitals were St. Bartholomew's, situated inside the City walls, St. Thomas' Hospital, in the City suburb of Southwark, and Guys, which was very handy just on

A remedy is known for the results it gives — also by the results it does not give.

Guaiatonic

Liberal trial quantity and literature upon request.

WILLIAM R. WARNER & CO., Inc. - - 113 W. 18th Street, New York City

affords the effects of creosote and guaiacol in respiratory diseases, without the gastric disturbance generally following the use of these drugs.

SURGICAL

BAY'S

DRESSINGS

No

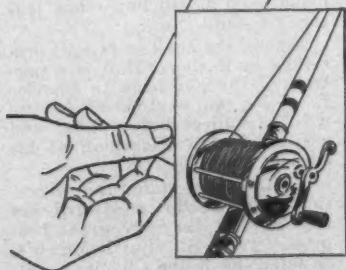
*other
adhesive
container
has this*



feature

UNROLLS

LIKE A REEL



In the new dust-proof BayHesive container the adhesive unrolls from a reel which turns independently of the sides. It gets away from the old, clumsy method of rotating the entire container.

The coupon will bring you a sample of this new container, enabling you to judge the merit of BayHesive, the new zinc oxide adhesive which reaches maximum tenacity at body temperature.

Fill out the coupon and you will have an opportunity to test both BayHesive and the new container.

THE BAY COMPANY
BRIDGEPORT, CONNECTICUT

THE BAY COMPANY Bridgeport, Conn.

M.E.-5

Gentlemen: Kindly send sample of BAYHESIVE.

Doctor.....

Street and No.....

City..... State.....

Dealer's name.....

the other side of London Bridge. The Royal Hospitals, as St. Bartholomew's and St. Thomas' were called, were insufficient for steady growth of the neighboring city of Westminster, so that Westminster Hospital was brought into being in 1719. St. George's at Hyde Park Corner, was founded in 1733, and Queen Charlotte's Lying-in Hospital on the north side of Harley Street in 1752. The Middlesex Hospital quite near to the west side of Harley Street, followed in 1745. The establishment of these institutions at what were then considerable distances from the City, makes the medical migration westward more easily comprehended, as their staffs found it necessary to establish themselves in very close proximity to their work.

The great physicians and surgeons of the past all lived in the City, but there were a few notable exceptions. Sydenham, who is often spoken of as the "Father of English Medicine," had his residence in what is now Pall Mall in the days when St. James' Square had just come into being. The Square contained the town house of the Earl of Oxford who, we have seen, gave his name to Harley Street. Sydenham had a remarkable neighbor in "Sweet Nell of Old Drury," the favorite of Charles II, who had her mansion across the way in the building which occupied the site which is now the home of the Army and Navy Club.

Hans Sloane, who was the type of fashionable physician of the 18th century, left the City, but did not move as far out as Harley Street. He lived in a comfortable house in Bloomsbury Square at the corner of Southampton Street. It is an interesting fact that Hans Sloane gained great kudos by treating the daughter of the Duke of Newcastle, the owner of Harley Fields, with Peruvian bark, for malaria, a disease extremely rife in London at that time.

John Hunter, a real medical demi-god, went a little further west than Hans Sloane, into Covent Garden. It is well known that he devoted much of his time to the development of St. George's Hospital, so that his interests were largely in the West End.

Jenner was one of John Hunter's pupils, but made his great discovery when he was a general practitioner in Gloucestershire. He never found his way to Harley Street, nor, indeed, to any considerable practice in London, but it is interesting in these days to recall that the gentlemen of Gloucester gave him a service of plate, the Empress of Russia sent him a ring, the sur-

EXPERT BRACE MAKERS



*We do not operate
an ordinary
"Brace Shop."*

Instead we have a complete department devoted exclusively to making deformity and corrective devices exactly as ordered by the physician.

We enjoy a national reputation for implicitly following instructions.

TRY US!

The Max Wocher & Son Co.

Surgical Instrument Makers
29-31 West Sixth Street
Cincinnati, Ohio

A practical substitute for NATURAL SUNSHINE

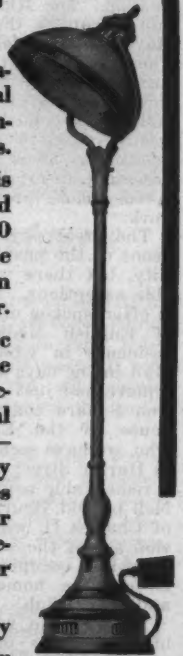
WHEN systematic exposure to ultra-violet rays similar to those in actual sunshine is considered advisable, the General Electric Sunlamp provides the means.

Designed specifically for home use, it is practical, convenient, simple to install and use. It plugs into any 105 to 120 volt, 60 cycle A.C. convenience outlet. Very little current is required to operate it, and it can easily be rolled from one room to another.

The radiations of the General Electric Sunlamp are within practically the same range as those of the sun itself. Its spectrum shows the presence of the beneficial ultra-violet rays in midsummer sunlight—thus men, women and children alike may enjoy its health-maintaining advantages through daily and systematic use in their own homes, with only the same care and precaution as would be exercised in the proper exposure to the rays of the sun itself.

Further information may be obtained by writing Section L-955, Merchandise Dept., General Electric Co., Bridgeport, Conn.

All consumer magazine advertising is first submitted to the American Medical Association.



GENERAL ELECTRIC SUN LAMP

geons of the Fleet had a medal struck in his honor, and last, but by no means least, an address reached him from his American colleagues in Massachusetts. He also received the freedoms of London, Edinburgh and Dublin, and for the losses he had sustained owing to absence from his practice, he received a grant of fifty thousand dollars, which represented a fortune at that period.

Consulting practice up to the beginning of the last century was conducted on curious lines. There was a group of consultants who used to go around and make their money in the coffee houses which were the predecessors of the modern clubs. Sir William Blizard was the last of these gentry, but as an offset to his quaint ethics, he has to his credit the founding of the London Hospital.

The great surgeon Cline did not go as far afield as Harley Street. He lived in Lincoln's Inn Fields, near the College of Surgeons, and amassed a great fortune.

James Young Simpson, the inventor of anaesthesia, never came to London, but saw crowds of his London patients in Edinburgh! His methods were devoid of all business instincts, as he made no appointments, his servants simply shutting the door when they considered the house was full! Complaints were made not of his skill, but of the uncertainty of ever seeing

him! It is pleasant to recall that he was the most unmercenary of men as he would leave a bevy of titled patients to attend a difficult confinement in the slums.

Lord Lister was born near London and started his career in one of the newest of west end hospitals, University College Hospital. Having made his reputation in Glasgow, he came back to King's College Hospital, where he received a very chilly reception. Curiously enough, the first medical Lord ever found his way to Harley Street, but occupied a sombre house in Park Crescent, just around the corner.

Osler, however, had his consulting rooms in the famous street and used to come up regularly from Oxford.

Harley Street has little architectural beauty. It has been described as the "Valley of the Shadow of Death," but this description by a lay writer is unfair, and unmerited. Behind its curtained windows work a body of devoted servants of humanity who give most of their lives in unstinted service to the poor. Rarely, indeed, do the suffering throngs who fill its waiting rooms find despair or discouragement. Nearly always the successors of the old priest physicians and barber-surgeons give instead relief and inspiration.

To both patient and physician Harley Street is a Land of Hope and Promise; indeed, "The Mecca of Medicine."

DIGITALIS TABLETS

Standardized Whole Leaf

Lederle

Developed as a result of the work of the New York Cardiac Clinics.

Uniform · Accurate · Stable

A treatise upon Digitalis Therapy and Physician's Sample upon request.

LEDERLE ANTITOXIN LABORATORIES

511 Fifth Avenue
New York City

You Know Best

the values of ocean travel

Some of our
ships are

MAJESTIC
world's largest ship

OLYMPIC

HOMERIC

BELGENLAND
Famous world cruising liner

M. V. BRITANNIC
*world's largest
cabin ship
and many others*

PHYSICIANS know better than anyone else the value of ocean travel. For years they have prescribed it—in cases where they considered it would not entail a financial burden.

NOW OPEN TO ALL—Now transatlantic travel, comfortable, even luxurious, is within the reach of almost everyone. For instance, \$105 (up) buys passage to Europe in Tourist Third Cabin, thoroughly pleasant and restricted exclusively to American vacationists. Even Cabin and First Class travel are far from prohibitive in price.


I. M. M. ships are ideal for restful voyages because they are designed from stem to stern for comfortable ocean travel. They maintain their schedules swiftly but smoothly, land you in Europe thoroughly rested and relaxed.

Won't you join the hundreds of other physicians who are regular travellers with us and prescribe a health-giving European trip for yourself?


**WHITE STAR LINE
RED STAR LINE
ATLANTIC TRANSPORT LINE**

INTERNATIONAL MERCANTILE MARINE COMPANY

30 Principal Offices in the United States and Canada.
Main Office, No. 1 Broadway, New York City.
Authorized agents everywhere.



Tours and CRUISES



for Physicians and Patients

(The items in this department
are published as a service to
readers and without
charge to anyone)

Around Pacific Cruise: A prospectus of a Hawaii, South Sea, and Orient cruise, sailing on the S.S. Malolo, September 20th to December 19th, 1930. Write: The Matson Line, 535 Fifth Avenue, New York City.

* * *

This Year Come to England: A folder printed in rotogravure, showing most of the historic places to visit in Old England, and containing a pretty complete map. Write: The Southern and Great Western Railways of England, 505 Fifth Avenue, New York City.

* * *

Circular Tours: This booklet contains a number of itineraries covering principle historic places in the south and west of England. For a copy write: The Southern and Great Western Railways of England, 505 Fifth Avenue, New York City.

* * *

Summer Tours: This 48-page illustrated booklet tells about a number of land tours under escort for the season of 1930. Write: Department of Tours, Chicago and North Western Railway, Union Pacific System, Chicago, Illinois.

Uncle Sam Invites Everybody: This circular tells about the big date of June 20th, the opening of Yellowstone Park. For a copy, write: The Union Pacific System, Chicago, Illinois.

* * *

Sweden, 1930: This is an exceptionally compact booklet, and lists all the cruises, conducted tours, and independent tours visiting Sweden during 1930. There is also a list of books on Sweden for prospective visitors. It is compiled and offered gratis by: Swedish State Railways, Travel Information Bureau, 551 Fifth Avenue, New York City.

* * *

All-Expense Twelve Day Cruises: The S.S. Munargo visits Nassau, Havana, and Miami, and the rates for the cruise are \$140.00 and up. The circular can be obtained from the Munson Steamship Line, 67 Wall Street, New York City.

* * *

Come and Golf in California: A folder for the golf enthusiast with a descriptive list of California courses. From: Santa Fe, 179 W. Jackson Ave., Chicago, Ill.

(Turn the Page)

A Drugless Corrective in CONSTIPATION

MODERN medical practice appreciates that in chronic constipation, colitis, fissure and hemorrhoids, where gentle and regular evacuation is essential, laxatives not only fail to prove corrective, but often cause irritation.

Bland bulk and lubrication are now considered the important aids to a non-constipating diet, and for this reason interest has centered on the introduction of the plant seed of plantago psyllium, now available for use under the name

Psylla

On coming in contact with water the small brown seeds swell and throw off a peculiar mucilaginous substance.

In the intestinal tract, therefore, Psylla provides both bland, non-irritating bulk and lubrication—a great aid in the treatment of constipation.

Where the condition is complicated by the presence of intestinal putrefaction and toxemia, the action of Psylla can be supplemented by the use of Lacto-Dextrin (Lactose, 75%—Dextrin, 25%)—a colon food which promotes the growth of the normal intestinal flora.

Let us send you a copy of the most recent literature on these accessory food products. We will also be glad to let you have free clinical samples for trial.

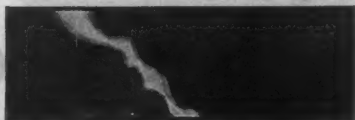
Mail Us This Coupon Today

The **BATTLE CREEK FOOD COMPANY**

Dept. ME-5, Battle Creek, Michigan

Send me, without obligation, trial tin of Lacto-Dextrin and Psylla, also copy of treatise, "The Intestinal Flora."

NAME (Write in margin below) ADDRESS



Vikingland Vacation: There are a lot of unusual things to see in the tours described in this booklet offered by the Norwegian Government Railways, 342 Madison Ave., New York.

Vacations in the Chesapeake Bay Country: Here is a country rich in history and in beauty too. The folder does it full justice. From: Baltimore and Virginia Steamboat Company, Pier 7, Light St., Baltimore, Md.

S. T. C. A. to Europe: The initials stand for "Students' Third Cabin Association" and refers to the popular low-priced way of going abroad. The folder put out by the Holland-America Line, 24 State Street, New York, tells all about it.

Wildungen & Bad Nauheim: Literature picturing these two famous spas of Germany, to which physicians and their families are allowed reduced rates, is offered by the German Tourist Information Bureau, 665 Fifth Avenue, New York City.

Vacation Land: A 192-page booklet telling all about resorts in northern New Hampshire, Vermont and Maine. From: Maine Central Railroad, Portland, Me.

Simplon Line: A graphic description of the scenic ride from Switzerland to Italy via the Simplon tunnel. Write: Swiss Federal Railways, 475 Fifth Avenue, New York City.

My Vacation Trip to Bermuda: Pages from the diary and budget of an average Bermuda vacation. From: Furness Bermuda Line, 34 Whitehall St., New York.

Shorter Cruises: One of this year's most delightful pieces of travel literature. It is really a travel magazine in itself. A copy will be sent gratis by the International Mercantile Marine Company, One Broadway, New York City.



There are few contra-indications for COFFEE

But it should be properly brewed. Send for copy of report of Massachusetts Institute of Technology's Coffee investigation and leaflet giving rules for correct coffee making.

BRAZILIAN-AMERICAN
COFFEE PROMOTION
COMMITTEE,

64 Water St., New York City.

COFFEE



Wildungen

(NEAR CASSEL)

EUROPE's foremost Spa for KIDNEY and BLADDER TROUBLES, uric acid diathesis and albuminuria. Special dietetic cuisine. Season: May to October. Attracted 25,400 visitors in 1929. Exceedingly reasonable rates. Reductions to Physicians and their families. The water of the famous "Helenenquelle" is used all over the world for "Home Drinking Cures". Imported to America by Charles von der Bruck, Inc., 61 Park Place, New York, N. Y., and Spa Products, Inc., 164 Fifth Ave., New York, N. Y.

For full particulars and information apply GERMAN TOURIST INFORMATION BUREAU, 635-5th Avenue, New York, N. Y., or any first-class Tourist Agency.

NORMACOL

For Chronic Constipation

NORMACOL consists of lightly coated granules of bassorin sap and approximately one grain of powdered extract of cascara to the teaspoonful.

The action of NORMACOL is due principally to its ability to increase in volume, in the intestinal tract. This volume stimulates peristalsis without producing pain, griping or digestive disturbances.

From equal quantities of

PSYLLIUM SEED



AGAR-AGAR



NORMACOL



placed in contact with the same quantity of water, (194 cc.), the volumes illustrated were obtained.

6 cc. Psyllium seed
absorbed 44 cc.

6 cc. Agar-Agar
absorbed 59 cc.

6 cc. Normacol
absorbed 194 cc.

Administration

One to two teaspoonfuls taken dry on the tongue and followed by a drink of water, once or twice a day, after meals. Normacol may also be taken mixed with jam or fruit pulp. It should not be masticated.

Supplied in original packages of 100 and 200 grams.

Literature and sample upon request.

SCHERING CORPORATION

110 William Street
NEW YORK, N. Y.

But Don't Lose That Sense of Humor

Continued from Page 27

Our occupation is a pleasant one, or should be. The opportunity of meeting people, of talking with them, of gaining their confidence—how infinitely nicer this is than sitting at a desk signing "O. K., John Jones" to invoices all day long. Our hours are irregular, but they're our own. We go and we come as we please. If we become the slave of the public it is our own fault. We have no boss. We have no time-card to punch.

Of money, I think we get our share. Steel magnates, stock manipulators, and the President of the United States all make more than we do, but why be sad about that? Suppose many of us do make only three thousand a year. Get out some government records and see how many inhabitants of the United States make that much. You'll feel better immediately. And yet the eighty percent of our inhabitants who make less than three thousand a year are not starving. They ride in automobiles, have radios, and send their children to college. Most of the money-pinched doctors I have known are men who have lost their savings on crazy financial ventures and are burdened with heavy interest on the resulting loans or mortgages.

Many of our bills are not paid. Neither are many store bills. This also is nobody's fault but our own.

Our education is of necessity long and tedious. We knew this before we started. It was not forced on us. We elected to go through with it because we liked the work. Now that it is over why crab about it and fling it into the teeth of an amazed public?

So why be downcast? The medical press is full of poor old worm-eaten Aesculapeus and Paracelsus, but we read very little of Jesus Christ and Francois Rabelais.

Christ and Rabelais in the same sentence! But why not? Both were physicians, and good ones, too. Neither of them was the long faced man with no time for a pleasant thought that we see thrumping down the corridors of our hospitals today. Both liked to laugh, and although it is to be regretted that the morals of the two were quite separate and distinct entities, I rather imagine a meeting of the two would have been a pleasant one.

I have always claimed that Anatole France's "Life of Francois Rabelais" should be a compulsory text in all medical schools. The graduating classes should be taught to laugh. Laughing men never starve to death and are never ground down. They are invincible. They succeed where others fail.

Poor health in a physician is regrettable; poor humor is inexcusable.

Add Colonic Therapy to your Practice

The Schellberg Apparatus is a highly scientific and professional equipment, designed to meet all requirements of asepsis and sterilization. It is flexible in its delivery and mechanism.

Models for offices, hospitals, and home use.

Send for free descriptive reprints and illustrated catalogue.

SHELLBERG

Manufacturing Corporation

172 Chambers Street,

New York City

New Model "A"





This Month's Free Literature

**[A department whose purpose is to help physicians
keep in touch with current literature and samples]**

Sample of Wheatena: The book "Feeding the Child from Crib to College," together with a full-sized package of Wheatena, are offered physicians gratis by the Wheatena Corporation, Wheatenville, Rahway, N. J.

* * *

Samples of Pyrex: Samples of Pyrex Nursing Bottles are offered to physicians by the Corning Glass Works, Corning, N. Y.

* * *

Samples of Sanitary Straws: Professional packages of Stone's Sanitary Straws are being mailed postpaid to physicians by Stone Straw Corp., Washington, D. C.

* * *

The VCT Booklet: This interesting publication illustrates photographically various techniques for making radiographs of patients in the vertical position. It is published and distributed by the General Electric X-Ray Corporation, 2012 Jackson Boulevard, Chicago, Illinois.

* * *

Colonic Therapy: A paper by Carlton L. Rowell, M. D., Chicago, read at the meeting of the American College of Physical Therapy; reprints are offered by the Schellberg Manufacturing Company, 172 Chambers Street, New York City.

* * *

Samples of Ralston: A full-

sized package of Ralston Whole Wheat Cereal is offered gratis for personal trial by the Ralston Purina Company, St. Louis, Mo.

* * *

Hypertension: This compact little folder describes the use of Haimased in the treatment of hypertension. Samples of the product are also offered gratis. Write: The Tilden Co., New Lebanon, N. Y. (For readers west of the Mississippi, the address is The Tilden Co., 3318 Chouteau Ave., St. Louis, Mo.)

* * *

Some Common Heart Disorders in the Light of Modern Science: This booklet has a long title, but it deserves it, judging from the interesting and compact arrangement of the data. An important bibliography in the back adds to its value. For a copy, write: The Anasarcin Chemical Co., Winchester, Tenn.

* * *

Light Without Shadows: This circular describes and illustrates the new Ries-Lewis Operating Light. Write: The Max Woche & Son Co., 29 West Sixth St., Cincinnati, Ohio.

* * *

The Vicious Circle: This booklet describes the use of the product Thialion, citing a number of cases. Write: The Vass Chemical Company, Danbury, Conn.



N
ly
ble
co
tic
in
up
en

na
on
w
is
bl

MORE THAN ● AN IRON

The invaluable efficacy of iron plus
Vitamin B and other recuperatives

NEOFERRUM places at the convenience of the physician an especially active iron preparation for rapid blood regeneration. Not only does it correct the impoverished blood condition, but its rich content of Vitamin B improves the impaired appetite, speeds up nutrition and fortifies the weakened organism against infection.

Neoferrum carries iron in the same natural form as it occurs in food—an organic iron, which in combination with manganese and arsenious acid is especially powerful in enriching the blood.

Easily assimilable

Not astringent

Slightly laxative

Does not stain or injure the teeth

Especially palatable

Tends to correct acidosis

Improves appetite

Fortifies against infection



At a large metropolitan hospital, Neoferrum in every case caused a rise in red blood cell count over a period of two months, with improvement maintained a month after discontinuation.

Each fluid ounce (30cc.) contains 1.4 grains of elemental iron, .33 grains of elemental manganese and .0035 grains of arsenious acid in solution with Maltine attenuated with high-grade sherry wine.

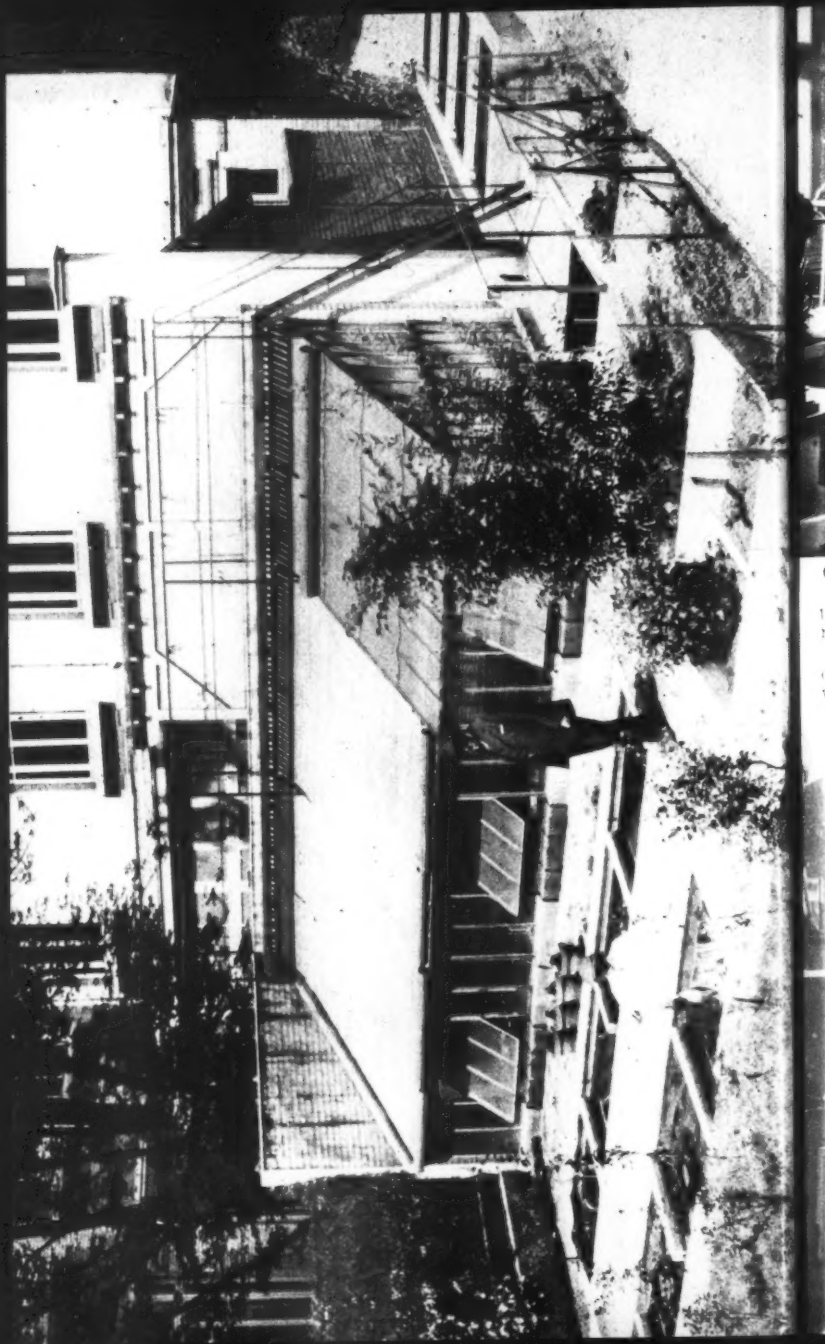
NEOFERRUM



THE MALTINE COMPANY
20 Vesey St., New York, N. Y.

Kindly send me a sample bottle of Neoferrum and your pamphlet, *Raising the Blood Count*.

M. D.



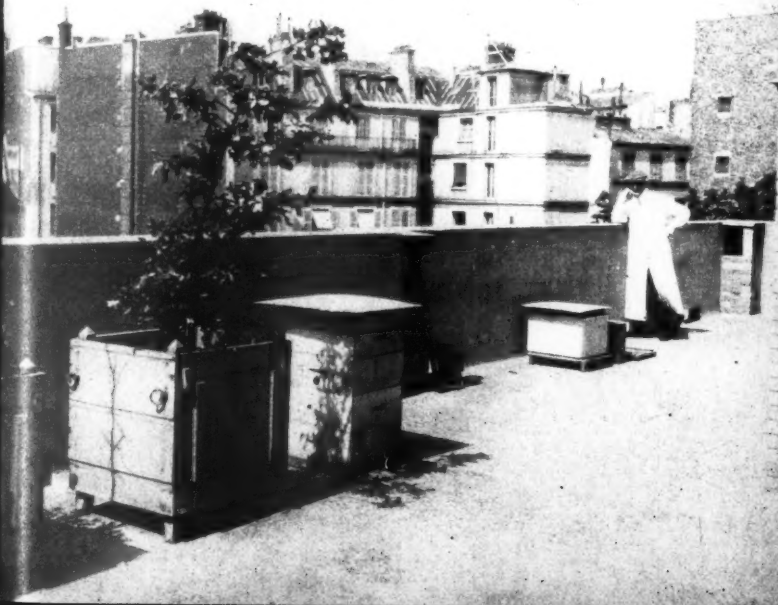


(Continued from page 35)

The picture opposite shows the courtyard of the Institute of Evolution. In the concrete basins a multitude of species of aquatic life are raised for laboratory experiments.

Prof. Caullery (above) examines a jar of insect larvae. On the roof of the Institute the development of plants and trees is studied. The wooden pots have openings on the sides, convenient for observation.

(Photos by Underwood & Underwood)



THAT ALKALOL CLICKS

with Nature is easily demonstrated by dropping full strength in one's eye or using on the sensitive membrane of the nose, for with ALKALOL one copies Nature's method of feeding and laving tissue with unirritating normal mucous membrane secretion. The tissue of the mouth, tho tougher is subject to the same physiological processes and responds to the same mild treatment.

That ALKALOL aids in healing, re-establishing normal equilibrium and promoting cell activity, resolution of crusts, exudates or pus, one can readily prove by keeping in constant contact with break, burn, bruise or bite.

We want you to try it.

ME-5

ALKALOL COMPANY
Taunton, Mass.

Gentlemen: Please send me a sample of
ALKALOL.

Dr. _____
Address _____

The
ALKALOL
Co.
TAUNTON
MASS.



These Medical Maids are Doctors' Aides

Continued from Page 19

curing Credit Information" was given by the manager of the Merchants' Credit and Adjustment Company of Toledo; and the last, "Collectors and Their Contracts" was given by the manager of the Toledo Better Business Bureau.

To say that these talks contained a mine of useful information is hardly necessary. Numerous hints are being acted upon in a practical way at the present time in many of our physicians' offices. Given by prominent men they have succeeded furthermore in developing a great amount of enthusiasm among the members.

In a social way, the Medical Maids have entertained themselves with buffet suppers, bridge luncheons, costume parties and various other amusements. These activities have taken place on occasion at one or the other of the doctors' offices, or in the Academy of Medicine Building, or at times in the local Elks' Club. Certain of our doctors have even gone so far as to finance an occasional get-together. Mostly, however, the Medical Maids have financed their own social activities on a pro-rata basis.

It can be plainly seen that organization along these lines must redound to the benefit of both the Medical Maids and the Medical Men. In the first place, it keeps the girls from the stagnation of office routine. They are given an incentive to stay "on

their toes" and perform in efficiency-plus fashion. They respond to the spur of learning the best and the newest business methods. For the most part, they welcome a lecture series on office efficiency as though they were enrolling in a finishing school or taking a post-graduate course.

The natural desire to improve one's self is quickly seized upon by the more ambitious. The less ambitious are stimulated if by no other reason than the fear of being left behind by the more progressive.

The doctors themselves should be whole-heartedly behind such an organization as the Medical Maids. A better office-service will be the first advantage. This, of course, is a factor in favor of increased practice, because patients are quick to appreciate a livelier and more wide awake business efficiency. Credit will be given unconsciously for professional efficiency of the same calibre. Receipts will mount in proportion.

If each individual doctor finds it advantageous to encourage such an organization as the Medical Maids, it follows that the local Academy of Medicine should do so perforce. The Academy is made up of these individual units. As an organization, therefore, it should supply the needed *vis a tergo*. The Academy of Medicine has it in its power, in addition to

IN PHTHISIS

ANGIER'S EMULSION

has demonstrated that it will allay respiratory irritation, ease the cough, and promote expectoration.

Furthermore,—it promotes normal bowel action, overcomes intestinal intoxication and exerts a definite favorable influence on the complicated processes of metabolism.

Trial Bottles for a particular case free to physicians.

ANGIER—Boston 34, Mass.

Increased Weight

The Addition of Ovaltine to the regular diet may turn the scales.



MANY physicians are finding that with under-nourished, under-weight youngsters, the addition of Ovaltine—the health food-drink—to the regular diet is the one thing needed to get the young-

sters' weight and general physical condition on the upward swing.

Ovaltine, rich in growth promoting vitamins and mineral elements, is a balanced food-drink, so palatable that not only the youngsters but the oldsters love it too.

Let's send a regular size package to your home address. Maybe someone in your home needs Ovaltine.

THE WANDER COMPANY, Dept. M.E. 5
180 No. Michigan Avenue,
Chicago, Illinois

Please send me, a regular size can of
Ovaltine FREE.

Dr.

Home address

OVALTINE

encouragement, to offer at stated periods wholesome food in the shape of lectures or talks on items of business or office interest. Such talks can be given an official stamp under the auspices of its Medical Economics Committee. The Chairman of this committee as well as the Executive Secretary of the Academy offer a logical means of liaison between the Academy and the Medical Maids.

Based on the first year's accomplishments, the Medical Maids have possibilities that may be both local and national. As they increase their scope and their sphere of usefulness, it seems assured that recognition from the Toledo Academy of Medicine must be given. An auxiliary is one who aids or helps. The Medical Maids or Medical Aides, as they are officially known, clearly form an impor-

tant link in the chain of medical practice.

It is not too visionary to suppose that this movement toward organization of the Medical Maids of Toledo may gain momentum and be copied in other quarters. Already overtures have gone forward from a group of girls in Findlay, Ohio, to establish a similar organization along similar lines in their own city.

The day may come when we may see a large sorority of Medical Maids with numerous chapters in the larger cities, and each under the protectorate of its local Academy of Medicine. Only good can come from such affiliation. We are minded in this connection of the couplet of Pope:

*"By mutual confidence and mutual aid,
Great deeds are done and great discoveries made."*



Study the Contract Before You Sign

Continued from Page 23

tinize the contract which they signed. Victims of the first class might have avoided being defrauded by taking a little time and trouble to investigate. Better Business Bureaus, chambers of commerce, and banks are generally glad and able to supply the information without cost on these enterprises.

Physicians should avail themselves of these facilities and

whether an agency which approaches them is reputable or otherwise. It is not easy for them should take the pains to learn to determine this without some preliminary investigation because, as is true of every type of fraudulent promotion, *questionable collection agencies model themselves in their practices after the reputable concerns.*

(Turn the Page.)

With the many thousands of cases of TUBERCULOSIS

home treatment is absolutely necessary

Mistura Creosote Comp.
(KILLGORE'S)

Meets all the requirements of the creosote treatment. It retards the progress of the disease, prolongs the life of the patient and aids in final recovery.

Sample and literature on request

CHARLES KILLGORE

55 West Third St.

NEW YORK

Sugar belongs in the diet

...ASK YOUR DOCTOR!



Sugar makes essential foods, which have roughage, minerals and vitamins, more palatable."

SHOULD SUGAR HAVE A PLACE IN THE DIET? Here are some interesting facts—information which your doctor would give you.

Sugar is a preferred fuel food. When eaten in any form, it combines with oxygen in the body. Seventy-five per cent of its energy goes into heat and the rest supplies power to the muscles.

Sugar makes essential foods, which are the vehicles or carriers of roughage, mineral salts and vitamins, more palatable. It modifies harsh acids, heightens bland flavors.

Consider how many fruits and vegetables

that you eat are sweet. How unpleasant they would be without this palatable flavor. Often, however, certain familiar vegetables lose the sweetness they possessed when fresh picked, because their sugar has been converted into starch. In such cases it is proper to add a dash of sugar in cooking them to restore their original flavor.

Think of these facts as you plan your meals. And in addition to using sugar as a flavor remember that simple wholesome desserts have their place in balanced meals. The normal diet calls for sugar. Ask your doctor! The Sugar Institute.

☛ "Good food promotes good health"

Other cases have come to our attention where concerns have represented that their service was being used by a large number of prominent institutions when such was not the case, or where they have exhibited spurious references.

For example, on January 3rd, 1928, the Tacoma Better Business Bureau issued a bulletin on an individual operating under the name of Eugene E. Poole, stating that he had circularized local people, soliciting their collection business, and giving the impression that a large number of prominent local institutions were using his service.

It was found, upon investigation, that this was not true and Mr. Poole agreed to discontinue the plan started, submit future literature for Bureau inspection before releasing it, and to personally notify the parties receiving the previous circular, explaining, if possible, how he happened to make the unwarranted statements.

Subsequently, it developed that this man had left the city and a warrant had been issued for his arrest on a charge of grand larceny. Several young men who had been employed by him and had been required to put up cash bonds, complained that the bonds had not been returned. Complaints were also received from local people who had turned over accounts for collection and who had received no reckoning, as well as from wage earners who had

paid money to Poole for distribution to their creditors.

Another instance of misrepresentation was related in a bulletin issued by the Canton Better Business Bureau on May 23, 1927, which read in part:

"Complaints of misrepresentation and damage have been filed with us against the agent of the International Collection Syndicate of Buffalo by numerous Canton medical men. It is said that the agent, J. Bennett Jones, represented that the company was about to issue a blue-book which would set forth the various clients of Canton physicians and show the credit experience with each one. The company would further attempt to make collection of any account which the doctor desired. Jones was permitted to compile lists of accounts with the understanding that the lists would be submitted to the doctors for approval or revision before being forwarded to the company.

"It is said that Jones forwarded his lists to the home office at once without submitting them to the doctors and the home office immediately proceeded to write to the various debtors demanding payment. Some of those receiving these letters were not indebted for the amounts, and many of them were not subject to collection in the desires of the physicians. When the company was informed of the facts, the doctors claimed that it refused to help readjust a situation that had be-

**PHENO-COSAN may be safely used in infant cases
No danger of general absorption or any toxic effect**

Whitney Payne Laboratory, Penllyn, Pa.

Pound, Wis.

Dear Sirs:

My little grand daughter was terribly afflicted with eczema. We took her to three or four other physicians with no results and used many applications before finding PHENO-COSAN.



PHENO-COSAN has accomplished a cure and we are most grateful. I am glad to testify as to the action of PHENO-COSAN, and always recommend it to my fellow physicians. (Signed by a physician)

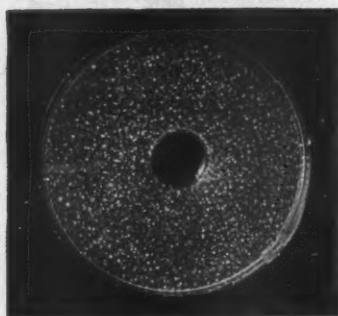
**PHENO-COSAN—The Physicians' Own Remedy
for Acute and Chronic Eczema.**

Trial quantities and literature free to physicians

Whitney Payne Laboratory, Inc., Penllyn, Pa.

Antisepsis in cases of INTERDIGITAL RINGWORM

called
"Athlete's
Foot"



*Uninhibited Growth
of Ringworm Organism*



*Inhibited Growth of
Ringworm Organism*

Tests made by the Pease Laboratories, New York. Petri dish above is incubated culture of *trichophyton rosaceum* (ringworm) in standard beef extract agar, showing complete growth of infective fungi throughout medium. Below, growth of fungi is checked to a distance of 1.3 centimeters from cup containing 0.1 cubic centimeters of Absorbine Jr.

EVERY practicing physician, no doubt, realizes today that interdigital ringworm has spread to the whole population. Half of all adults are affected with this minor and troublesome malady, according to the surgeon general of the government, in a recent bulletin of the U. S. Public Health Service.

The tests illustrated on this page, from the celebrated Pease Laboratories in New York, offer a safe guide to the doctor for antisepsis in his cases of ringworm of the toes and feet, so often referred to as "Athlete's Foot."

It is worthy of mention, too, that the laboratories reported, "No action on the blood serum," showing this antiseptic is harmless to tissues.

Absorbine Jr., which is revealed in these tests as most efficacious for interdigital ringworm, is sold by all pharmacists—\$1.25. We will gladly send a sample on request.

W. F. YOUNG, INC.
207 Lyman Street, Springfield, Mass.

Absorbine Jr.

come embarrassing and damaging. The cases were referred to this Bureau and when we communicated with the company it stood on its legal right to proceed but did agree to co-operate to avoid unnecessary discomfort. One doctor reports that the company retained all the money collected and in addition billed him for a tracing fee of \$11.00. This complaint has not been verified."

As before stated, a large proportion of the complaints received against collection agencies may be attributed to an imperfectly understood contract. The National Better Business Bureau advises that physicians entering into contractual relations with collection agencies doing similar work, study the contract carefully and see that all the terms are thoroughly understood, and that both the total amount to be collected and the number of accounts to be submitted for collection be thoroughly specified. Also, we advise that it be definitely understood what the cost of the collection will be.

It is possible for a contract to be written in such a way that practically all the money collected will end up in the pockets of the agency. In one instance, for example, we received a complaint from a physician in Akron, Ohio, alleging that an agency had made collections for him in the amount of \$186.75, of which he had received only \$4. The agency then claimed a balance owing them of more than \$8.

We have received complaints from physicians who have overlooked clauses in the contract providing that a docket fee of fifty cents for each account given to an agency must be paid. In other cases we have received complaints from physicians who have stated that they have been unable to obtain a report as to the progress made, from their agency. In such cases we have generally found that it was a requirement of the contract that the agency was not obligated to furnish a report until the expiration of a certain period of time. Complaints of this type could easily be eliminated if the subscribers would scrutinize the contract carefully.

The manner in which some collection agencies operate is illustrated by the following report of the Cleveland Better Business Bureau issued February 7, 1928, on an organization known as the Associated Detective Bureau of Cleveland, Ohio:

"This organization was formed October 25, 1926, by Mr. W. H. Downey, who is the sole owner. The company also operates and controls the National Liquidation Company and the Universal Utilities Company, all from the same office. These names are used interchangeably when writing letters for collection and in cases where the clients object to the word 'detective' being used.

"A number of different contracts have been used since they first started in business. Their first contracts were on a 50%

Eventually! you will prescribe NEO-REARGON

FOR EVERY GONORRHEA CASE
Results are Prompt, Dependable, Lasting.

Write for Literature and Technique.

AKATOS, INC.

114 Liberty Street, New York

Oral Hygiene Shows Marked Results in Child Health

"The trouble of many a backward child is tooth decay."



INVESTIGATIONS among children of school age show that the presence of dental caries not only retards the mental progress and lowers the resistance against disease but that it is one of the most prominent causes of absence from school.

Where oral hygiene has been made a part of the school curriculum a marked reduction in caries has occurred, while the morbidity reports showed that diphtheria, measles and scarlet fever were also reduced, indicating a correlation between bet-

ter health and increased resistance to disease, resulting from better teeth.

The dentist is necessarily the leader in the attack upon defective oral conditions. However, corrective measures alone cannot solve the problem. With only sixty odd thousand dentists and about five thousand dental hygienists among a population of one hundred and fifteen million people in the United States further assistance is needed. This is coming through educational work in the public schools, together with co-operation and encouragement of the parents, and the practice in the home of oral hygiene principles as a preventive measure.

A concise explanation to the patient by the dentist of the relationship between mouth bacteria and tooth decay will help in stimulating the practice of oral hygiene in the home. The patient can aid in maintaining a healthy condition of the oral cavity as established by the dentist through the use of Kolynos Dental Cream, which not only neutralizes the acid formed by mouth bacteria but reduces the oral flora eighty to ninety-two percent with each brushing.

*May we send you a physician's package?
The coupon below is for your convenience.*

THE KOLYNOS COMPANY
New Haven, Connecticut

Kindly send me a physician's
package of Kolynos Dental Cream.

Name _____

Street Address _____

City _____

9A

collection basis. They later used a contract which had incorporated in its heading many misleading statements, such as 'In all the world no collection organization like this' and 'Operated and approved under the laws of the State of Ohio.'

"The contract also contained the names of many large cities which were used to lead the prospective client to believe that they had offices in these cities. We brought to the attention of Mr. Downey the fallacy of using such misleading and incorrect phrases on their literature and these were done away with.

"This organization advertises that they collect bad debts at the rate of \$1.00 per account. When the contract is read, however, it is noted that there is a charge of 1c per \$1.00 or fraction thereof, on accounts over \$5.00. This, it has been the experience of the Better Business Bureau, is not brought to the attention of parties to whom the contract is offered in many cases at the time the contract is signed.

"It is understood that the 'quick modern system' of collection used by this agency consists of four form letters sent from the local office in Cleveland to the debtor. In the first paragraph of their contract, they state, among other things, 'No court costs or attorney's fees.' Therefore, they do not bind themselves to take any case into court nor to refer any collection cases to an attorney. They are merely bound to use their 'quick modern system' to make collections; namely, the series of form letters.

"In one or two instances representatives have obtained accounts and money from debtors and have failed to forward them to their local office. There is, at the present time, a warrant waiting for one of these men sworn to by the proprietor of the Associated Detective Bureau."

The following interesting theory was employed by one agency: Creditors were induced to list with the agency their debtors, paying for such listing at the rate

REVELATION TOOTH POWDER



THE PRIMARY CAUSE of receding, bleeding and sensitive gums is GLYCERINE, and for that reason alone Revelation is never in paste form.

*Revelation
Corrects These
Ailments*

*Send your card for full size can of
Revelation and literature without
charge.*

August E. Drucker Co.

2226 BUSH STREET, SAN FRANCISCO

EFEDRON

(Hart Nasal Jelly)

FOR SUMMER COLDS

The water soluble demulcent jelly base avoids the insulating effect of oily bases on the active ingredient Ephedrine Hydrochloride.

Advantages of EFEDRON:

1. Free and maximal ephedrine action.
2. Prolonged soothing contact with minimum reaction.
3. Convenient.

HART DRUG CORP.,
12 N. E. Third St., Miami, Fla.

Send me trade size tube free.

M. D.

PROHIBITION

of drastic or irritating agents, whose action is to force bowel movement, is a wise therapeutic measure. In many, if not most of the cases of constipation which come to the physician, a mechanical factor is to be found operating. There is also often a hyperacid condition present. To overcome both of these,

HALEY'S M-O

AN EMULSION OF MILK OF MAGNESIA & PURE MINERAL OIL

is rationally indicated because this pleasant, permanent, uniform, unflavored emulsion of Milk of Magnesia and Mineral Oil is,
LUBRICANT, LAXATIVE, ANTACID

Superior in action to either mineral oil or Magma Mag when separately given, M-O does not disturb digestion or induce leakage.

Its efficiency has been proven by thousands of physicians and dentists, whose evidence, obtained by countrywide questionnaires, emphasizes its principal indications.

Gastro-intestinal hyperacidity, fermentation, flatulence, pyrosis, indigestion, gastric or duodenal ulcer, intestinal stasis, constipation, autointoxication, colitis, hemorrhoids.

Before and after operation, during pregnancy and maternity, in infancy, childhood or old age, and in convalescence or as an eliminant and neutralizer in rheumatism, neuralgia, neuritis, furunculosis, acne, urticaria, eczema.

M-O is an **EFFECTIVE ANTACID MOUTHWASH**

Generous sample and literature on request.

THE HALEY M-O CO., Inc.

Geneva, N. Y.



of \$1.00 for each account of a size under \$5.00, with a graduated increase for larger accounts. The collection agency then attempted to persuade the debtor to borrow money from one of the small loan companies to pay the creditor.

Inasmuch as the creditor could himself use the same influence with his debtors, the real service rendered by this agency would appear to be an attempt to link creditors, debtors, and the small loan company. In this particular case, it appeared that the agency was using the name of a local Better Business Bureau as a reference for its service when such use was naturally unauthorized.

Better Business Bureaus are not organizations of recommendation and will not give it. The information which they give is confined to a recital of facts. Some reputable collection agencies have taken advantage of the operation of Better Business Bureaus and make it a practice of having their representatives immediately get in touch with Bureaus located in towns in which they intend to operate.

In some cities agencies are required to obtain permission to operate from the legislative officials, the Better Business Bureau passes on all such requests, receives copies of each permit so issued and accordingly knows of any collection agency licensed to operate in that town and can readily supply inquirers with the facts in the case.

In Rochester, N. Y., the local medical association suggests to any collection agency soliciting physicians, that they go immediately to the Better Business Bureau and ask for a check-up.

Another type of complaint received relates to the practice of irresponsible concerns dunning and blackmailing creditors into making settlements. Sometimes such firms endeavor to collect accounts which have not and never had any existence. They have been known to write blackmailing letters to individuals endeavoring to extort money from them on spurious or questionable contracts, threatening that if the account is not settled immediately, an advertisement will be inserted in a newspaper offering the contract for sale and naming the debtor. *The ruthless methods of such concerns readily destroy the good-will owned by one who turns his accounts over to them for collection.*

In some instances the operations of such agencies are illegal. A report received from the Pacific Coast some time ago, related that a County Prosecutor in the State of Washington had filed charges of barrety against a collection agency and issued a warrant for the arrest of its proprietor. The report stated:

"This is the first broadside of the County Prosecutor's office against the issuance of legal appearing documents which are calculated to scare a debtor into settling a bill. There are several

The Peculiar Property

of increasing the defensive forces of the body,
possessed by

ECTHOL

(BATTLE)

has induced many exacting clinicians to employ it in systemic infections, typhoid fever, for instance.

*Try it in your cases of systemic infections
and learn its value.*

PAPINE
IODIA
BROMIDIA

BATTLE & CO.
Chemists' Corporation,
ST. LOUIS, MO.

Patient Types . . .

The Elderly Patient

It is often a task to keep an elderly patient in active service. Constipation may be the borderline between invalidism and good health. Cathartics are particularly harmful in such a case but Petrolagar and "Habit Time" will help the senile bowel to normal function.

Petrolagar is composed of 65% (by volume) mineral oil with the indigestible emulsifying agent, agar-agar.

Petrolagar



PETROLAGAR LABORATORIES, Inc.

536 Lake Shore Drive,

Chicago

Dept. M. E. 5

Gentlemen:—Send me copy of the new brochure "HABIT TIME" (of bowel movement) and specimens of Petrolagar.

Dr.

Address

firms here using this method, which they should know is illegal and subjects them to prosecution."

Reputable agencies do not use such methods.

Certain types of crooks, promoters and schemers make a business of calling upon physicians, due in great measure to the fact that they are very busy during office hours and therefore will not personally take the time to look into proposals.

Complaints are on file in the offices of Better Business Bureaus regarding individuals who have obtained money from physicians under false pretenses, claiming to represent well-known supply houses, or supply houses of spurious origin. Pickpockets have operated successfully in physicians' offices; many doctors become victims of spurious charity appeals, and are frequently mulcted on shady financial transactions.

The physician should be wary of all strangers who enter his office. The man who comes on legitimate business will usually be glad to allow the doctor to check up on his credentials, and return later. Being too busy to take proper precautions is not a proper attitude for a professional man, who is, in other respects, a disciple of conservatism.



Everybody's (Cont. from Business Page 21)

ground "airways." All of the New York City post offices are connected by tubes that handle 10,000,000 letters a day.

One steel company uses asbestos-lined pneumatic tubes to carry 300 specimens of hot steel daily to the testing laboratory from the blast furnaces. A hospital sends medicine and special instructions by tube from the dispensary to any other part of the building. A theater uses tubes to convey cash from the box office to the treasurer's of-

★ ★ ★ ★ ★ P R E S C R I B E a Sea Trip

A Restful Voyage on a big American liner, with every modern travel luxury. And a complete change of scene at two foreign capitals.

HAVANA

10, 13 or 17 Days **\$140 up**
ALL EXPENSES
Sailings each Saturday

MEXICO CITY

24, 25 or 26 Days **\$275 up**
ALL EXPENSES
Sailings Weekly

Stop in Havana, side trip
Progress to Merida

WARD LINE

Pier 13 E. R. Foot of Wall St.
545 Fifth Ave., New York
or any Authorized Tourist Agent



SANMETTO

A Requisite in the
General Treatment of
URETHRITIS—CYSTITIS
PROSTATITIS

Well Tolerated,
Quickest in Reducing
Inflammation,
Allays Pain

OD CHEMICAL CO.

61 Barrow St., New York

You may send me literature and
samples of your SANMETTO.

.....M. D.

.....Street

.....City and State



Your Good Deed for Today



the *Pause* that refreshes

Don't be always taking your affairs too seriously. It will only end by proving you know less and less of more and more.

The neatest trick you can pull is to slip into the nearest soda fountain or refreshment stand—around the corner from anywhere—and invite your soul to the pause that refreshes. There and then, seen through a rose-colored glass of delicious, ice-cold Coca-Cola, all things fall into true perspective and you become a man amongst men once more.

The Coca-Cola Company, Atlanta, Ga.

~~~~~LISTEN IN~~~~~

Grantland Rice ~~~~~ Famous
Sports Champions ~~~~~ Coca-Cola
Orchestra ~~~~~ Every Wednesday
10:30 to 11 pm. Eastern Daylight
Saving Time ~~~~~ Coast to
Coast NBC Network ~~~~~

9 MILLION A DAY—IT HAD TO BE GOOD TO GET WHERE IT IS

fice as fast as it accumulates and thus reduces holdup risks. A ten-inch pneumatic pipe, lowered into a barge by a derrick will suck up 100 tons of grain every hour and deposit it in a nearby grain elevator.

Queer things are carried by our industrial pneumatic tubes. Nails, buckshot, poisonous black arsenic, coal, brazil nuts and the cocoanut hulls used in the making of cocoanut oil are all transported from place to place by this ingenious method. Wood pulp is propelled by air through tubes seven miles long in Louisiana, and sixteen-foot planks are "floated" on air in a forty-inch pipe in Oregon.

Equally amazing is the progress in cable-making. Blocks of granite rise out of quarries on slings hung from wire rope. Aerial railways carry huge logs from the North woods to distant mills, and transport apples from irrigated orchards to the nearest railroad stations. Small cables will swing big locomotives gently into the hold of a steamer, and a few big ones, each three feet thick, will sustain a dead weight of 350,000 tons, approximately the weight of six ships of the Leviathan's size. Truly, wire rope has become a mighty factor in American life.

Nowhere has science done a better job than in the field of communication. The United States has 60 per cent of the world's telephones. New York City has more phones than all of Great Britain, and Chicago has more than France. A new telephone cable will carry 1800 telephone conversations at once, and this will reduce the necessity of so frequently tearing up city pavements to replace overcrowded pipes and wires. Coded telegraph messages can now be flashed through cables across the Atlantic at a speed of 2500 letters per minute—faster than the human voice could transmit them.

The last two years have witnessed the introduction of more



Strictly Starch-Free for DIABETIC DIETS

Self-rising and easily made into palatable foods in patient's home.
LISTER BROS., Inc., New York, N. Y.

ANGOSTURA

Dr. SIEGERT'S

The familiar flavor powerfully masks unpleasant drugs. A stomachic— aids the flow of digestive juices; a carminative—expels gases; an appetizer—often effective in the most stubborn cases of anorexia, during convalescence, following prolonged illnesses; in secondary and pernicious anemias and in wasting diseases, tuberculosis, etc. *Elix. Ang. Ameri Spt.—q. s. Send for sample.*

J. W. WUFFERMANN
ANGOSTURA BITTERS AGENCY, INC.

Suite 1, 14 East 40th St., New York, N. Y.

Cystogen

$(CH_2)_6 N_4$

*A safe urinary antiseptic
and uric acid solvent*

CYSTOGEN liberates formaldehyde in contact with acid media, clarifies cloudy urine and acts as a general internal antiseptic.

Write for samples, and history chart recording bladder and kidney findings.

1. Cystogen Lithia Tablets
2. Cystogen Aperient
3. Cystogen Tablets

CYSTOGEN CHEMICAL CO.
220 36th Street, Brooklyn, N. Y.

Gentlemen:

Please send for clinical trial of CYSTOGEN.

Dr. _____

Address _____

City and State _____

Druggist's name _____

M.E. 5-30

Parading the Pets

*One tablespoonful
at bedtime—is the
dose*

Final decision on the true worth of Agarol rests with the physician. We will gladly send a twin package, with literature, for trial.

CONSTIPATION is such a universal condition that nearly every physician has a pet treatment for it—and swears by it because it works.

No one can find fault with that. After all, results count. To those physicians who have not yet adopted a favorite method, or whose pet formula has outlived its youthful activity Agarol the original mineral oil and agar-agar emulsion with phenolphthalein, makes its appeal. Those who adopt Agarol as a routine therapeutic measure, with diet, exercise and habit formation as companions, will never be disappointed.

Agarol softens the intestinal contents and makes their passage easy and painless. By gentle stimulation of peristalsis, Agarol makes the result certain and re-education of the natural bowel function possible.

AGAROL for Constipation

WILLIAM R. WARNER & CO., Inc., 113 West 18th St., New York City

"Variety's the very Spice of Life"



"TYPE N"

*Meets demands of present
styles in dress. Takes place
of corsets.*

There are three distinct types of

"STORM"

Supporters

and many variations of each type, according to preference of doctor and patient.

For Ptosis, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Kidney Conditions, High and Low Operations, etc.

Ask for Literature

Katherine L. Storm, M. D.

Originator, Owner and Maker

1701 Diamond St.

Philadelphia

innovations by American railroads than any other similar period in the history of transportation. A combination of wings and wheels now takes passengers across the country in 48 hours. Many trains are maintaining a maximum speed of 70 miles an hour on long hauls. Rails are heavier, track inspection closer, roadbeds better, locomotives more powerful, and improved signal systems will stop a train automatically. Lounge cars are fitted with glass that lets through the ultra-violet rays, and instruments are installed which combine radio sets with phonographs.

Several large railroads are experimenting with oil-electric locomotives. Such a development will likely effect radical changes in the plans of trunk lines now preparing to alter their systems from steam to electric. It may spell the end of third-rail and trolley operations. This type of engine generates its own power, is clean and smokeless, can be geared to do 100 miles an hour, starts quickly, and costs only 30 cents a train-mile as compared with an average operating cost of from 75 cents to \$1.10 for steam.

What the motor-truck has done to the railroads is of much importance. It has been shown beyond doubt that while the railroad is supreme for long-haul shipments, the motor truck is the proper freight-handling agency for local business in less-than-carload lots, a class of traffic that has brought the railroads huge losses. A fellow started with one truck in South Dakota five years ago, and the business grew so fast that 100 trucks are now required by this same company to take care of the local freight of more than 250 South Dakota cities and towns. In short-haul work the cost of a truck is 16 cents per mile while the cost of a freight car is \$1.05.

(Turn the Page.)

Thialion

is a dependable agent to prescribe in rheumatism, gouty conditions, biliousness, constipation and wherever there is evidence of acidemia or decreased alkalinity.

Literature on request

VASS CHEMICAL CO.

Danbury, Conn.

Surgically Clean Membranous Area

SEND FOR FREE SAMPLE MU-COL

For unfailing results in FEMININE HYGIENE or wherever an ASEPTIC, PROPHYLACTIC, ANTI-CATARRHAL, ANTI-FEBRILE WASH is indicated use MU-COL. Use in dermatosis, scalds, sore throat, fetid breath, cleansing membranous area. It is a nicely balanced, saline-alkaline powder, easily and quickly soluble in water, always ready whenever a soothing, cooling detergent is needed to produce quick, surgical cleanliness.

Mu-col-ize with MU-COL

THE MU-COL CO., SUITE 301-D
BUFFALO, N. Y.

FREE 1½ Gal. Test Sample
Mail This Coupon

THE MU-COL CO., Suite 301-D
Buffalo, N. Y.

Send free 1½ Gal. Sample of Mu-Col.

Name..... M. D.

Address.....

The development of Konel metal, perminbar and various other new alloys is bringing radical changes in the metal industries. A new process promises to produce quantities of wrought iron at a much lower cost. Artificial fevers are being developed to attack other diseases. The weather hazard in aviation is being overcome. Bread has been baked in 45 minutes by means of a brown powder made from wheat grain. Pepsin has finally been crystallized and a new tinting process has been perfected to color whole scenes of talkies.

Robots of one kind or another now perform a thousand different activities from dancing on the vaudeville stage to directing the fire of huge guns. A mechanical nurse consisting of a weighted base with a flexible arm makes it unnecessary any longer for mothers to grow tired from holding a bottle while infants finish their meals.

Ingenious automatons have

taken over most of the pencil and paper work that formerly had to be done by U. S. Army officers in a hurry under fire. One of these "thinking machines" is able to turn its telescopic eyes upon a distant airplane and within 30 seconds automatically train on it a battery of high-angle guns that will harry the plane with a hurricane of steel hurled upward at the rate of a ton a minute. The officers in charge of this artillery may be half a mile from the mechanical eyes that aim the guns.

But of all recent scientific achievements, I doubt if any one offers so many opportunities for practical application as does the so-called "electric eye," made up of a photo-resistant cell. This kind of device will respond instantly to slight changes in the intensity of light. No longer is it necessary for human eyes and minds to count items in mass production. The "electric eye" will count the number of auto-

An Innovation



THE NEW Post "Universal" Cautery

Unobstructed Vision—Interchangeable Point Units
Sterilization Features

Portable—

Silent—

Dependable—

Works on AC or DC

Ask your dealer now or write for leaflet M. E. U.

POST ELECTRIC CO., Inc.

7 E. 44th St., New York

mobiles going through a tunnel or the people who enter a gate or door. It will detect the first wisp of smoke from burning material and instantly release carbon dioxide from a cylinder to extinguish the fire.

One of these photo-cell mechanisms used in the tobacco industry automatically "looks" at each cigar fed through it; determines its shade and causes it to be placed in its proper compartment in the machine. This method is based on the fact that a cigar of light color reflects more rays than a darker one. In similar fashion, the electric eye may be employed to reject automatically any discolored or imperfectly labeled packaged goods that are carried under the eye on a moving belt.

Novel instruments operating on this same principle will ring an alarm the moment an outstretched hand reaches toward the combination of a safe. Store lights may be brought so closely

under control that they will be switched on and disclose the interior of a shop the moment a policeman throws his flashlight through the front door. The flow of gas oil to a furnace may be cut off the instant the flame happens to be extinguished and the street lights of a city may be automatically switched on and off at sunrise and sunset. In a big western city an electric eye stares across a highway day and night counting the vehicles that pass.

A large paper manufacturer is now using a photo-cell apparatus that will weigh a moving sheet of paper and write a record of its observations. This machine has an "optic nerve" in the form of a rubber-covered cable and a "brain" which consists of a combination of resistance and amplifying tubes. Having a correct sample to start on, it will indicate by how much, if any, each succeeding moving sheet of paper in a mill varies from the original sample. This method of meas-

A Marked Advance in Stethoscope Design

TWO INSTRUMENTS IN ONE
CARSBERG Revolving DUOSCOPE
(English Patent No. 190653)



PRICE:

Complete,
\$7.00

Chestpiece,
only \$5.00

Note how this instrument is made—a revolving chestpiece fitted at one side with a phonendoscopic disk for general use, and at the other side with a small chonite bell for intercostal spaces.

The listener can change it from one side to the other instantly (indicated by arrows). Espe-

cially advantageous in confined positions.

By revolving the chestpiece to certain angles with the tubes, the volume of sound can be graduated at will.

Supplied with non-breakable ear tips and pure gum sulphur free tubing.

Every adjustment is effected without any unscrewing or taking apart.

For Complete Details

J. SKLAR MFG. COMPANY, (Wholesale Only)
133 Floyd St., Brooklyn, N. Y.

Please send me folder explaining your
Carsberg Duoscope.

Dr. _____

Address _____

M.E. 5-30

***Why
Forget the
Convalescent?***

Is there any good reason why the patient you have so carefully brought through the acute stage should be abandoned therapeutically as soon as he is "convalescent"?

His natural resources alone may bring him back to normal without complications or relapses—but with

Gray's Glycerine Tonic Comp.

(Formula Dr. John P. Gray)

*Samples and literature
on request*

you can make his convalescence easier, shorter, and furnish collateral protection against relapses or complications.

Isn't that worth while?

THE PURDUE FREDERICK CO., 135 Christopher St., New York

BIND YOUR COPIES OF MEDICAL ECONOMICS

Many physicians are finding it worth while to invest \$1.50 in an attractive, durable, Fabrikoid binder to keep their copies clean, undamaged and convenient for reference.

We have a limited supply and will gladly send one upon receipt of your check. If you wish, we will mail C.O.D.

MEDICAL ECONOMICS, Inc.

RUTHERFORD, N. J.

urement will likely to be found applicable in film and celluloid manufacture, in the weaving of cloth, the measurement of the densities of liquids and kindred applications. Thousands of pounds of paper may be saved in many mills each year by this delicate method of measuring capacity.

Machines are available to make porosity tests of all sorts of fabrics; to detect the beating pulse in a finger tip and write a record of it on a chart; to probe into the emotional reactions of the human mind and reveal hidden emotions; to measure the mental and physical alertness of an applicant for a job; to foretell earthquakes; to slice meat, time eggs, cut butter, wash dishes and toast bread.

New mechanical aids are making it possible for us to get along with fewer traffic policemen, fewer soldiers, fewer miners, fewer musicians, fewer sales people and a smaller force of office workers. New electric apparatus makes it possible for fewer men to kill more whales, and monster electric shovels that take 16 cubic yards of earth at a bite do the work of hundreds of laborers.

Man has become permanently a "tool-using animal." It is as useless to advise the average person today to return to hand labor as it is to suggest that he grow fur, or sprout wings. Let us lay low the ghost of the machine myth. Labor-saving devices increase the demand for workers under conditions that ever grow better.

We should not fail to recognize the enduring nature of the multitude of mechanical betterments that have raised American life and industry to the highest levels ever attained. In a period of wide mechanization, we must expect to see distressing superficial and incidental effects such as unemployment and over-production. But soon we will commence to hear of the creation of new industries and the expansion of old

ones, commodity prices will return to levels that are fair and profitable, idle hands will find employment and faith in the future will be restored.

Civilized man's desire for manufactured comforts and luxuries is insatiable, and he will continue to work indefinitely to secure them. If there is a limit it is not yet in sight.

SNUGFIT EYE PATCH

Six stitches. Freedom of movement or holds a dressing.

SNUGFIT SURGICAL RIBS

Soft cream colored oiled silk. Better than rubber. Send post card for information to:

THE SNUGFIT EYE PATCH CO.
Lansing, Mich.



TAUROCOL Tablets are prepared in two forms, both of which contain only the purified portion of the natural bile of the bovis family, and its two active salts, the Taurocolate and Glycocholate of soda.

Taurocol Compound Tablets with Digestive Ferments and Nux Vomica.

Samples on request.

THE PAUL PLESSNER CO.

3533 Brooklyn Avenue
Detroit, Michigan



*A valuable application
in the treatment of
ulcers and raw wounds.*

Numotizine

has a soothing, healing effect.
Is also indicated for the re-
duction of excessive tempera-
ture.

FORMULA

Guaiacol 2.6 Formalin 2.6
Creosote 13.02 Quinine 2.6
Methyl Salicylate 2.6
Glycerine and Aluminum Silicate,
qs 1,000 parts

Send for sample and literature



**NUMOTIZINE,
INC.**

220 W. Ontario Street
Dept. M. E. 5
CHICAGO

The Saturated Sulphur-Bearing Saline

Therapeutically Correct
Ocyc-Crystine

INDOL }
SKATOL } Products of Intestinal Putrefaction
CRESOL }

The Bowel residues are removed by the laxative and hydragogue action of Ocyc-CRYSTINE, while putrefactive products are eliminated, by the chemical action of the Colloidal Sulphur in combination. Thus the speedy relief in toxic phenomena, such as headaches, neuritis, arthritis, auto-intoxication.

Clinical trial supply, postage prepaid on request

Ocyc-CRYSTINE CORPORATION
P. O. Box 118 Grand Central Station
New York, N. Y.

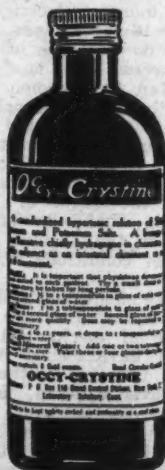
.....
Ocyc-CRYSTINE CORP.
P. O. Box 118 Grand Central Station
New York, N. Y.

Gentlemen:—Please send me postage prepaid a
clinical trial supply of Ocyc-CRYSTINE.

Name

Address

M.E.



Laboratory
Salisbury, Conn.

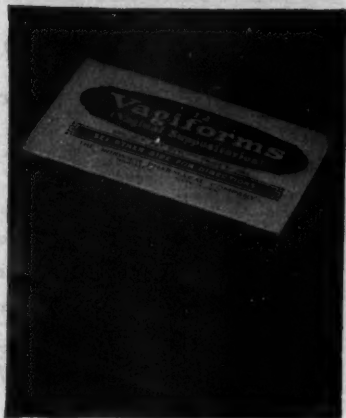
Medicine— and Ink

Continued from Page 14

least in seclusion, the journalist's platform is on the public stage. There is then an inherent antagonism between the two professions, and though the antagonism is rationalized by both professions on the basis of their mutually unpleasant experiences, such rationalization is but *post-hoc* argumentation. The fact is that they are, as relates to the health of the public, antagonists. For the social good, however, they should not be in the spastic and stubborn opposition, but should strike a balance in which give and take will lead to the mutual benefit of all concerned.

Medicine looms large as an item in the news of the daily press, and the medical profession has great need of the support and sympathetic understanding of the press. The "Fourth Estate" is here to stay, and its services are vital to society. Will it not then profit us to find the means for more complete integration, for the working together of the two professions? Our plea is somewhat prejudiced, for as we make it, those of us whose privilege it is to be members of the Medical Society of the County of New York, and of the New York Academy of Medicine, know that action in the affirmative has already been taken, which is much to the credit of these two bodies.

I refer to the establishing of the Medical Information Bureau. Here has been created, if I may be permitted to use the analogy, "association neurona" in the nervous system of the community. The Bureau has now been in existence for over two years, and has established the warrant of its creation in the services which it has been privileged to render. Through slow and careful promotion the Bureau has constantly grown in influence. The leading newspapers of our



Send for

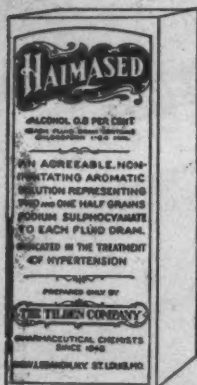
VAGIFORMS

VAGIFORMS meet the need for a non-irritating vaginal antiseptic, designed to remain in contact with the tissues long enough for effective medication. The formula is in a carefully prepared base which melts quickly at body temperature.

In treating such conditions as leucorrhoea, vaginitis and cervicitis, many physicians find Vagiforms of great value. Address Medical Department, The Norwich Pharmacal Company, Norwich, N. Y., for sample box without charge.

Each Vagiform contains:
Alum Compound (Non-irritating), Boric Acid, Red Iodide of Mercury, Salicylic Acid, Quinine Sulphate, Cacao Butter.





HYPERTENSION

Successfully relieved with

HAIMASED

(TILDEN'S)

An agreeable, non-irritating aromatic solution representing $2\frac{1}{2}$ grains Sodium Thiocyanate to each fluid dram.

(Sample and Literature to Physicians on Request)

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo.

ERGOAPIOL

(Smith)

A non-narcotic agent prescribed by physicians throughout the world in the treatment of

AMENORRHEA,

DYSMENORRHEA, ETC.

Ergoapiol (Smith) is supplied only in packages containing twenty capsules.

As a safeguard against imposition, the letters "M. H. S." are embossed on the inner surface of each capsule, thus:

Dose: One or two capsules three or four times a day

Literature on Request

MARTIN H. SMITH COMPANY, NEW YORK, N. Y., U. S. A.

community are calling upon it for help, advice and information, and through it are tapping the best medical information there is available in the community. Through the hundred consultants serving the Bureau the press of the city has found it possible to secure, on quick notice, judicious and dependable information on a variety of subjects that outreach common imagination.

The newspapers, on their part, have tendered us their co-operation in support of those measures which, as a profession and as the guardians of the public health, we have felt worthy of public knowledge and support. The support of the press in last year's campaign on Health Examination, sponsored by the Five County Medical Societies, is witness to this. It was the Medical Information Bureau that handled all press relations.

With all its faults (and I have met with few journalists who have not been more eager than I to acknowledge that there are faults in journalism) we must remember that the press is to modern society what the marketplace was to Athens—less magnificent than the Parthenon, but a fount of learning to the common man.

Our experiences in the Medical Information Bureau bear eloquent witness to the zeal with which the vast number of newspapers strive to give their readers accurate information, and to keep out of their columns misleading or dishonest material.

As medical men, we are quick to notice the pseudo-science that abounds in the press, but are less quick to remember that the most telling blow given to quackery was delivered through the medium of Journalism; that vast sums are rejected by newspapers in advertisements which, for ethical reasons, they will not accept; and, finally, that if newspaper reporting of medical matters is not what it ought to be, much of the fault is ours.

Why Pay "Outcome" Taxes?

The physical debility, discomfort and reflex nervous and mental irritation, strain and suffering, entailed by chronic irritation or inflammation of the vaginal or uterine mucosa, in the form of Leucorrhoea, Vaginitis, Hypersecretion, Tissue Relaxation, Ulceration or Erosion, may be mitigated or overcome by the use of

MICAJAH'S MEDICATED WAFERS

which are astringent, decongestive, tissue toning and soothing, more convenient to use than the syringe, more satisfactory than the vaginal douche, because the medicaments are brought and held in closer and more prolonged contact with the affected parts. Non-irritating, Non-toxic.

MICAJAH'S SUPPOSITORIES

are astringent, styptic, decongestive, tissue shrinking, soothing, non-irritant, do not induce rectal intolerance. Shrink pile tissue, stop bleeding, soothe soreness and pain.

*Samples and literature
on request.*

MICAJAH AND CO.
191 Conewango Ave.
Warren, Penna.

The Doctor Looks at Journalism

Continued from Page 12

WHEN hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

CHIONIA

*A Preparation of
Chionanthus
Virginica*

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

Gentlemen:

Please send me a professional sample of CHIONIA.

Dr.

Address

Peacock Chemical Co.

St. Louis, Mo.

examined by physicians many difficulties would be detected early and proper treatment could be instituted which would postpone the effects of disease. It is believed that tuberculosis and diphtheria can be largely prevented if the people are sufficiently informed and that death from cancer may be postponed if operations are sufficiently early.

For many of these conditions active propaganda is being carried on by voluntary societies, each of which have been organized and maintained by physicians, and in order to further the popular education on the subject, physicians in private practice (as well as others who may be officers or members of the boards of these associations) give lectures or talks over the radio. In order to further the effect of the physician's lecture, a summary of it is often provided in the daily press.

There are some physicians who believe that this practice is a species of advertising on the part of the physician. Perhaps it does bring him an occasional patient, but he is entitled to an additional patient if he is willing to give the time to the preparation and delivery of an address whether to a visible or invisible audience. Experience over nearly thirty years testifies to the difficulty of securing physicians to carry on this type of work, the rewards for which are very slight. It is impossible to avoid the use of the speaker's name, for it is hard enough to get an audience even with the use of the speaker's name, and no newspaper will print a summary of an address without the name of the speaker.

It is evident, however, that there is a group of physicians who are quite ready to speak

over the radio or to write a magazine article on some phase of medical activity, acting under their own initiative and not under the auspices of an organization. The organizations, as a rule, are careful in the selection of their speakers and the addresses are usually of a type that does not draw patients. The free lance, however, frequently manages to get his address in somewhere and if his subject be the prevention of disease, he is careful to explain how he treats people in his private office. This last group of individuals have occasioned a great deal of annoyance to the profession and brought about the formation of a committee for the control of radio talks.

The New York Academy of Medicine requires its Fellows to submit magazine articles and radio addresses to the Medical Information Bureau. It is surprising to note that a certain number of prominent physicians either consciously or unconsciously would make a bid for private practice unless the blue pencil were effectively utilized.

Organized medicine frequently has a message to deliver and at many of the meetings of the five county societies papers are read which are of public interest and many more which are not. The average reporter not trained in medicine might think that the report of several cases of Colles' fracture at a Section meeting was a description of a new disease. On the other hand, he might fail to see that a new test for renal function might be of great value.

Every County Society should have a committee, one of whose functions is to review the programs and titles of papers (submitted in advance) and select from them those which have news or educational value. These should be released in advance and the representatives of the press should be invited to the meeting and permitted to interview the speakers. I know that there are many who will hold up

Winter Colds that Linger

Strenuous indoor work, a diet largely restricted to seasonable devitaminized food-stuffs, lack of sunshine, etc. All these tend to impair resistance and recuperating powers, hence the necessity for:

MORRHUOL

(Chapoteaut)

A vitaminic alterative comprising all the therapeutic principles of assayed Cod-liver Oil in capsule form. Tasteless, more potent and better tolerated.

Morrhual Créosote

Capsules of 3 min. Morrhual & 1 min. of purest Créosote.

Indicated in those pulmonary conditions usually treated by such combinations. Original vials.

Dose: 2 to 3 caps. t. i. d. a day

*Samples and literature
upon request*

Laboratoire de Pharmacologie, Inc.

92 Beekman St.
New York City

U. S. Agents
E. FOUGERA & CO., Inc.
New York City

WHEN the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

*A Preparation of the Mexican
Night Blooming Cereus*

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

*Samples to Physicians
Only*

Gentlemen:

Please send me a professional sample of
CACTINA PILLETS.

Dr.

Address

Sultan Drug Company
St. Louis, Missouri

Energetic Attack Is Effective Offense

Blood or body tissues contaminated by toxic or bacterial infection may be left to work out their own resistance but should be aided and encouraged by certain time proven medicinal agents.

ECHITONE

which is a combination of Echinacea, Iris and Viola, properly prepared and pushed in effective dosage, proves of real service in infected, depraved or toxic blood conditions, manifested by the "typhoid" or "malignant" state, in infectious diseases, sepsis, eczema, furunculosis, psoriasis, syphilides.

CYSTO- SEDATIVE

on account of its antispasmodic, diuretic and eliminant properties supplied by Thuja, Pichi, Saw Palmetto, Triticum Repens, and Hyos cyamus, is indicated in Cystitis, Prostatitis, Urethritis (acute or chronic Prostatic Enlargement, Strangury, Incontinence of Urine.

*Samples and literature on
request.*

Strong, Cobb and Co., Inc.
Cleveland, Ohio

their hands in horror at the idea of the speaker's name being mentioned, but I cannot see that a statement has any news value which says that Dr. X, who declined to give his name, spoke at the County Medical Society last night and described a marvelous improvement on the method of removing the spleen. This is not news. It is simply publicity for the County Medical Society, and will not be published by the press.

Matters of medical policy which are discussed at the meetings of the County Society, resolutions which are adopted, reports of committees which have a bearing on civic policies of all kinds—these sometimes have news value and if consistent with the Society's policy should be furnished to the press. The chairmen of these committees should sense when they have a story which is of real interest to the public, and the reporters should be given an opportunity to obtain that story in advance.

There is a great educational value in the press releases issued during the progress of our national medical society meetings, state society meetings and others, which does one definite thing. They stimulate the interest of the public in medical affairs, increasing the confidence of the people in the medical profession, and collectively stimulating business.

I believe that it would be of great value to the public if the County Society advertised more and more. Certainly it would ultimately redound to its credit. We live in a commercial age, an age of publicity, and we must modify our views to meet the views of the times. Although physicians may still be gullible in Wall Street matters, their business acumen has enormously increased during the last two decades and business is only the first cousin of commerce. Business and commerce cannot thrive if they keep hidden under a bushel.

See page 15 of this issue for a picture of the sticker.

Collection
Stickers
in pads
of 50

Attach these stickers to statements sent to your lagging accounts. Their humor is inoffensive, and their power of suggestion is 100-horse, with no danger of back-fire.

The subject portrayed is the cartoon by J. Graham Hunter in February MEDICAL ECONOMICS, reproduced on page 15 of this issue. Thousands of physicians asked for copies. The stickers were made up by the popular request of readers. Size 2 by 3½ inches, printed in black and white.

They are made up in pads of fifty, at fifty cents a pad. Enclose a check or a money order, or pin a dollar bill to your letter-head for two pads.

(If you prefer, you can order them through your surgical instrument dealer.)

"THE SHADOW which pursues us all"

[John Greenleaf Whittier, 1807-1892]

"Coming events
cast their
shadows before"

AVOID THAT FUTURE SHADOW

by refraining from over-
indulgence, if you would
maintain the modern figure
of fashion

We do not represent that
smoking Lucky Strike
Cigarettes will bring modern
figures or cause the reduction
of flesh. We do declare that
when tempted to do yourself
too well, if you will "Reach
for a Lucky" instead, you
will thus avoid over-indul-
gence in things that cause ex-
cess weight and, by avoiding
over-indulgence, maintain a
modern, graceful form.



© 1929,
The A. T. Co.
Mfrs.

"It's toasted"

Your Throat Protection—against Irritation—against cough.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night,
Over a coast-to-coast network of the N. B. C.

Where to Find OUR Advertisers

Akatos, Inc.	111	Mallinckrodt Chemical Works.....	66
Alkalol Company.....	104	Maltine Company, The.....	101
American Tobacco Co., The.....	134	Merck & Co., Inc.....	70
Angier Chemical Company.....	105	Micajah and Company.....	129
Anglo-French Drug Co.....	136	Mu-Col Co., The.....	121
and Inside Back Cover			
Battle & Co.....	115	Nestle's Food Co., Inc.....	59-60-61
Battle Creek Food Company.....	96	Norwich Pharmacal Company.....	127
Baum Co., W. A.....	40	Numotizine, Inc.....	126
Bay Company.....	90		
Becton, Dickinson & Co.....	5	Ocay-Cryatine Corp.....	126
BisDol Co.....	62	Od Chemical Co.....	117
Brazilian-American Coffee Promotion Committee.....	97	Olajen, Inc.....	50
Breon & Co., Inc., Geo. A.....	72		
Bristol-Myers Co.....	72	Patch Co., The E. L.....	52
		Peacock Chemical Co.....	130
Castle Company, Wilmot.....	3	Pelton & Crane Co.....	82
Coca-Cola.....	118	Petrolagar Laboratories, Inc.....	116
Cystogen Chemical Co.....	119	Pineoleum Company.....	135
		Pitman-Moore Co.....	74
Denver Chemical Mfg. Co.....	2	Plessner Co., Paul.....	125
Drucker, August E.....	113	Post Electric Co.....	122
Drug Products Corp.....	80	Purdue Frederick Co.....	124
Dry Milk Company, Inc., The.....	46		
		Schellberg Manufacturing Corporation	99
Farastan Company.....	42	Schering Corporation.....	98
Fellows Medical Mfg. Co., Inc. Inside Front Cover	44	Sharpe & Dohme.....	76
Fleischmann Co., The.....	44	Sklar Mfg. Co., J.....	123
		Smith Company, Martin H.....	123
General Electric Company.....	92	Smith, Kline & French Laboratories	48-49
General Electric X-Ray Corporation	88	Snuggit Eye Patch Co.....	125
German Tourists Information Office	97	Stanco, Incorporated.....	55 and Back Cover
		Storm, Katherine L., M. D.....	120
Haley M-O Company, Inc.....	114	Strong, Cobb & Company, Inc.....	132
Hanovia Chemical & Mfg. Co.....	38	Sugar Institute, The.....	106
Hart Drug Corp.....	113	Sulton Drug Company.....	132
Haslam Co., Inc., Fred.....	83		
Hires Company, Charles E.....	64	Taylor Instrument Co.....	66
Hynsen, Westcott & Dunning.....	8	Tilden Co., The.....	123
		Tucker Pharmacal Company.....	87
International Mercantile Marine Co.	94		
		Vass Chemical Co.....	121
Johnson & Johnson.....	7 and Insert		
		Wander Company, Inc.....	56 & 106
Killgore, Charles.....	107	Wappler Electric Company, Inc.....	78
Kolynos Company, The.....	112	Ward Line.....	117
		Warner & Co., Inc., William R.	85-89-120
Laboratories de Pharmacologie, Inc.	131	Whitney Payne Laboratory, Inc.....	109
Lederle Antitoxin Laboratories.....	93	Woche & Son Co., The Max.....	91
Leeming Co., Inc., Thos.....	36	Wupperman, J. W.....	119
Lister Bros., Inc.....	119		
		Young, Inc., W. F.....	110
MacGregor Instrument Co.....	60		
		Zonite Products Corporation.....	4

R_x PINEOLEUM

Reg. U. S. Pat. Off.

Samples and Literature on request.

THE PINEOLEUM COMPANY, Dept. M. E., 52 West 15th St., New York, N. Y.

If a boil could talk

its first plea would be, "Leave me alone!"

Admittedly local interference is responsible for most of the ill effects in cases of furunculosis, and for many fatalities. That is why conservative surgeons of today advise against lancing except in cases of simple fluctuation.

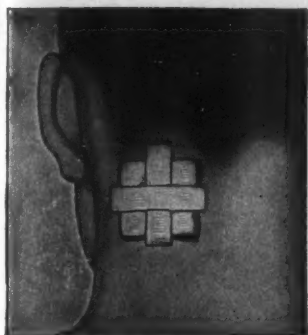
Since 1917, when Stannoxyd was elaborated by investigators at Pasteur Institute, oral treatment has superseded the use of the lance. The value of Stannoxyd treatment for boils is attested by numerous published articles in leading medical journals and hundreds of enthusiastic letters from physicians.

Stannoxyd is non-toxic. Its use may be continued for months, if necessary, without harm.

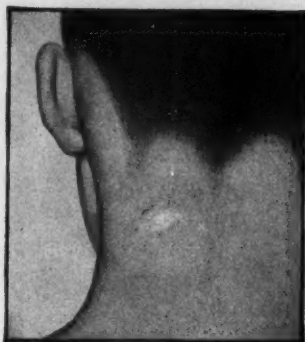
Benefit from its administration is prompt. Pain diminishes and itching stops at the end of the second day. Soon afterward the walls of the boil collapse and the base softens.



Multiplying bacteria follow the track of the lance.



The irksome dressing.



The lance is cruel and often dangerous.

By this time signs of active inflammation have ceased. The core is absorbed and a healthy site obtained by the eighth to the tenth day.

Styes are frequently relieved even more promptly.

Stannoxyl checks boils and styes by virtue of its potent antistaphylococcic action in the body.

***There is only one way to find out
what STANNOXYL will do . . .***

. . . and that is to *try it* in your own practice. Send your request—today—on a prescription blank or postal card, and we will send you a quantity sufficient for full clinical trial.

ANGLO-FRENCH DRUG CO., U.S.A., Inc.

1270 Broadway

New York, N. Y.

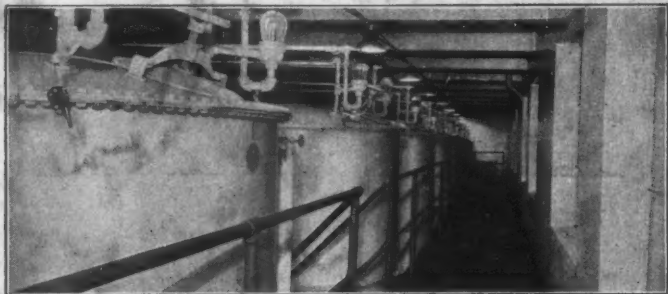
Stannoxyl

DOSAGE

Four to eight tablets daily, taken with a little water after meals.
Furnished in vials containing 80 tablets.

Purity at all costs

the maxim of world's largest
producer of liquid petrolatum



Glass-lined tanks guard finished Nujol against contamination and sediment

Every step in the manufacture of Nujol has many years of history in experiment and refinement. No expense has been spared, and although Nujol today exceeds U. S. Pharmacopeia standards, the quest for a finer product goes on—*regardless of cost*. Important, also, is the ceaseless guarding of finished Nujol against contamination. Its path to the ultimate package is safeguarded by every known means of eliminating sediment and preventing defection of any

kind. Above all there is rigid laboratory inspection to assure the utmost in quality and purity.

Physicians who prescribe Nujol to patients know that back of their word is the skill, experience and integrity of the world's leading producer of liquid petrolatum.

Samples for analysis and clinical test will gladly be furnished physicians on request.

NUJOL LABORATORIES
2 PARK AVENUE NEW YORK CITY



Nujol

REG. U. S. PAT. OFF. © 1930 Stanco Inc.